Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

'We Need PR' . . .

Opportunity to Bid on Account Knocks Incognito

Advertiser Supplies Only P.O. Box Number in Agency Questionnaire

NEW YORK, March 29—This is called the case of the anonymous questionnaire, or how not to waste an agency's time with necessary information.

The scene is the office of the agency's new business manager. He is reading a letter. He cannot believe what he's reading. His eyes bulge with astonishment and indignation. Finally he rushes into the hall, headed for the exec vp's office. He races past the secretary and stands before the exec vp, furious and shaking. "George," he

(Continued on Page 89)

Ad Age Uncovers All!

P.O. Box 2175 Is Really Armco Steel Corp.

For full details, see story on Page 89

'Sedate Hospitality' Abounds as 129 Lure NAB Conventioneers

CHICAGO, April 1—If the annual convention of National Assn. of Broadcasters is sober and sedate this year, it will not be the fault of some 129 networks, film producers and other companies involved in the industry who have rented hospitality suites for the four-day convention, which opens April 3.

A total of 108 of the 129 suites were rented by associate members of NAB, 16 were reserved by nonmembers, and the other five by the major tv and radio networks (two for CBS, and one each for NBC, ABC and Mutual).

In an effort to eliminate or reduce hoopla at their national convention, NAB members two years ago voted 30-1 to put program organizations, which are associate members of the group, out of the annual convention (AA, May 5, '58).

■ Today, however, an NAB spokesman told ADVERTISING AGE that the resolution did not bar associate members from NAB conventions, but merely eliminated exhibits in hospitality suites, and forbade such attractions as dancing girls.

When asked if hospitality suites at the 1959 convention were different from those the previous

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REYNOLON BOWS—*Reynolds Metals Co. offers a 25¢ refund for its new Reynolon wrap in introductory newspaper ads in late April in Chicago, Milwaukee, Peoria, Des Moines and the Davenport-Rock Island-Moline-East Moline area. The product has already been introduced in several eastern markets (May 4, '59). Zimmer-McClaskey-Frank, Richmond, is the agency.*

Edison Institute Switches to Compton

'Eagerness Factor' Called Key to Choice Over 4 Other Agencies

NEW YORK, April 1—Edison Electric Institute viewed presentations by five agencies this week and selected Compton Advertising to handle its Live Better Electrically program. Billings will run between $2,000,000 and $2,500,000. The takeover date has not been set.

A committee of about 30 people from the EEI staff and its member utilities evaluated the presentations, which were made by the losing agency, Fuller & Smith & Ross, plus Batten, Barton, Durstine & Osborn, Leo Burnett Co., Campbell-Mithun and Compton. McCann-Marschalk originally had planned to enter the competition but later dropped out.

EEI had "opened the door to the presentations" because of the eagerness with which outside agencies had sought the account, Ralph Zeuthen, LBE program director, told ADVERTISING AGE. When the pressure from outside agencies became too great, EEI and its old agency, Fuller & Smith & Ross, decided "the best way to clear the air was to invite interested agencies to pitch. No one was invited who had not asked to be included," he said.

The company also gave the agencies a list of 20 subjects which it hoped would be covered in the presentations. One of the major questions was, "Why exactly do you want this account?" Mr. Zeuthen said he considered the "eagerness factor" a very important one. #

Gov. Brown Deflects Admen's Wrath by Proposing Ad Council for California

Tells Admen Who Came to Berate Him for Speech He Meant No Criticism

SACRAMENTO, March 31—What was intended by its sponsors as a "primer on advertising" for Gov. Edmund G. (Pat) Brown, today was adroitly converted by the governor into what may develop as a California replica of the famed Advertising Council.

A delegation of 11 representatives of organized advertising in the West spent more than an hour with the governor in his office here to review his publicly expressed opinion of advertising and the role advertising might play in California's expanding economy.

■ The meeting was sparked by a speech which Gov. Brown delivered here last January to members of the Sacramento Ministerial Assn. In the speech he called attention to the amount spent by Henry Ford on the debut of his daughter, the retirement from government service of former Secretary of Defense McElroy and the fact that "the U. S. spends more on advertising, liquor and tobacco than it does on education" (AA, Jan. 25).

"I had no idea the advertising

(Continued on Page 89)

Business Paper Ad Volume Dipped 2.5% in '59: ABP

Loss of Smaller Users Caused Decline; Total Reached $516,700,000

NEW YORK, April 1—While the dollar volume of business publication advertising trailed off 2.5% from a 1958 estimated total of $516,700,000 to $503,500,000 last year, there were some cheering statistics in the "Ninth Annual Study of Leading Advertisers," released today by Associated Business Publications.

These included:

- 363 advertisers invested $175,000 or more in the medium (as compared with 323 in 1958). Collectively, they spent $173,439,900 last year; the 1958 figure was $149,990,300.
- 1,500 companies invested a total of $263,647,500 in business papers (up from $231,699,500 in '58).
- 30 companies invested more than $1,000,000 each—equaling the number of advertisers in this blue chip area in 1958.

■ Heading the ABP list for the ninth straight year was General Electric, which invested $4,060,000 (as compared with $3,284,700 in 1958). Runners-up included U. S. Steel, $3,837,900; General Motors, $3,179,000; American Cyanamid, $2,818,000, and Allis-Chalmers, $2,681,100.

U. S. Steel's investment last year was up substantially from its 1958 figure of $2,658,900. General Motors advanced from a 1958 investment of $2,890,000. American Cyanamid dropped slightly from its '58 level of $2,950,000. Du Pont, which finished fourth a year ago, with $2,846,000, ended in sixth position, with $2,637,000. Allis-Chalmers, which replaced Du Pont in the fifth spot this time, was seventh a year ago, with $2,371,100.

A list of the 200 leading advertisers in business papers in 1959 appears on Page 98. #

Spot TV Volume in '59 Hit $605,603,000—Up 18%

Lestoil Was Top Brand; Duncan Hines Line Was Runner-up, TvB Reports

NEW YORK, March 31—Spot television zoomed ahead last year in terms of dollars and total number of clients.

The Television Bureau of Advertising has revealed that 1,381 advertisers spent an estimated $605,603,000 for gross time charges—which was 18% above the 1958 level when 1,341 advertisers were active in the medium. The annual bureau report, based on data provided by N. C. Rorabaugh Co., includes advertisers who budgeted at least $20,000 for spot tv during the year. The number of stations covered by the Rorabaugh reports varied from 317 to 341 in 1958 and from 341 to 347 in 1959. There are 524 U.S. commercial tv stations.

■ The discounts vary greatly for this kind of tv buy, depending on the type and size of the purchase made by each individual advertiser. The net figure for the total spot tv expenditure is probably about 30% to 33⅓% lower than the gross figure, according to TvB sources.

Most of the names, including the leaders—Procter & Gamble at $45,046,800 and Adell Chemical Co. at $18,132,030—are familiar ones to the medium *(see Page 97 for story on sale of Adell Chemical)*. But there is one brand new name on the list of top 100 spot spenders for 1959: Pam Industries, a new company, which did not go national until midyear, turned up in 89th place.

■ Any analysis of spot spending always demonstrates pointedly the great flexibility of the medium, with its strong appeal for in-and-out buyers as well as steady users.

Among those in the top 100 which did not make the list in 1958 were Ford Dealers; Revlon; Wesson Oil; Pillsbury; General Motors Dealers; Pharma-Craft; Associated Products; Helena Rubinstein; Hertz; Ralston-Purina; Helene Curtis; E. & J. Gallo Winery; Fels & Co.; National Dairy; Plough; Atlantis Sales; Wilson & Co.; Schick Inc.; E. F. Drew & Co.; Parker Pen Co.; Armour & Co.; Charles Pfizer Co., and Vic Tanny Enterprises.

■ In terms of categories, food products remained spot tv's biggest booster, with estimated expenditures of $165,725,000 against $135,687,000 in 1958, for an increase of 22%. Next in line were drugs, with $53,478,000; cosmetics and toiletries with $52,512,000; ale, beer and wine with $47,840,000, and all household cleaners, waxes, cleansers and polishes with $45,165,000. All these categories were up noticeably, with drug up 20%.

Lestoil repeated as the medium's freest spending brand. Runner-up was P&G's Duncan Hines mixes. *(A list of the top 100 spot tv advertisers is on Page 97.)*

Last Minute News Flashes

Diar-Aid, Colgate Drug Unit's 1st Brand, in Test

NEW YORK, April 1—The first product developed by the pharmaceutical division of Colgate-Palmolive Co., a tablet for the relief of simple diarrhea, is being test marketed in New Orleans, Indianapolis, Columbus, Ga., and Peoria. Called Diar-Aid, the product costs 98¢ for 16 tablets. Limited advertising, through Ted Bates & Co., is scheduled.

Ducker Resigns from Dolan, Ducker

LONDON, April 1—Cyrus Ducker has resigned from Dolan, Ducker, Whitcombe & Stewart (BBDO International), reportedly to join Colman, Prentis & Varley. Mr. Ducker joined Dolan in 1957 as managing director and a partner. He formerly was a director of London Press Exchange. The Ind Coope brewery moved its $1,000,000 account from LPE to Dolan, Ducker after Mr. Ducker joined it.

Ludgin Adds Five Divisions of Union Tank Car

CHICAGO, April 1—Union Tank Car Co., which last year named Earle Ludgin & Co. to handle its corporate image ad campaign (AA, Nov. 2), has appointed Ludgin as agency for five of its divisions—Graver Tank & Mfg. Co., East Chicago, Ind.; Graver Water Conditioning Co., New York; Graver Oil & Gas Equipment Co., Sand Springs, Okla.; Phoenix Mfg. Co., Joliet, and Union Overseas Co., Chicago. Billings of the five divisions are an estimated $250,000, which brings Ludgin's billings on Union Tank Car to about $350,000. Ladd, Southward & Bentley, Chicago, is the former agency for Graver Tank and Phoenix Mfg. Co.; the other divisions have been direct advertisers.

(Additional News Flashes on Page 89)

Study of Direct Mail Shows Rate Hike Is Feasible, Mueller Assures Congress

Says $200,000 Study that Congress Deputed Shows Boost Won't Hurt Mailers

WASHINGTON, March 31—On the basis of a $200,000 nationwide study of the direct mail advertising business, Commerce Secretary Frederick H. Mueller assured Congress today that he's for further increases in third class postage rates.

The Commerce Secretary's letter to Congress today said he found no evidence of "appreciable" impact on the economy as a whole, and no significant impact on users generally. He said he recommended that a second step in the 1958 rate bill raising bulk third class to $25 per thousand go into effect July 1, as presently scheduled.

"While this will not eliminate the very substantial postal deficit attributable to third class mail," he commented, "it will result in a reduction in the amount of subsidy to its beneficiaries, which is borne by the general public. Of significance," he said, "is the fact that direct mail is the second largest advertising medium in the nation."

As part of the 1958 postage rate increase bill, Congress had asked the Commerce Department to determine the impact on mailers and the economy of rate increases which were effective Jan. 1, 1959. Possibly overshadowing the data on the impact of postage increases, however, was a wealth of previously unknown detail turned up by the survey, showing who uses direct mail and how it affects their businesses.

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Hillenbrand Joins Lambert & Feasley Agency as Exec VP

NEW YORK, April 1—William R. Hillenbrand has joined Lambert & Feasley as exec vp, effective April 6.

Mr. Hillenbrand has been vp and chairman of the plans board at Donahue & Coe since last September. Before that he had been with the Bryan Houston agency since 1952; and he had been president of that agency from 1955 until it merged with Fletcher Richards, Calkins & Holden last year. He came to Houston from Procter & Gamble where he had been for many years.

W. R. Hillenbrand

At Lambert & Feasley, Mr. Hillenbrand's appointment caps several others in recent weeks, including those of Harry Bosburg as vp and director of research and William A. Wylie as vp in charge of tv and radio. Among Mr. Hillenbrand's responsibilities will be those formerly held by Douglas Morris, former senior vp and chairman of the plans board, who is now at Warwick & Legler.

It was said at Donahue & Coe that Mr. Hillenbrand left after such a short stay because the Lambert & Feasley offer "was one of those things you can't afford to turn down." #

KOOL, Phoenix, Echoes CBS on 'Exclusive' Orders

PHOENIX, March 31—Programs intended for identical, simultaneous broadcast on two or more Phoenix radio or tv stations will not be accepted by KOOL-Radio-Television Inc., CBS affiliate here.

Tom Chauncey, president and general manager of the company, explained that the policy was instituted because "we feel the public should have a choice of programs."

It is believed that two things may have prompted the KOOL rule for "exclusivity":

• CBS announced it will only accept orders for political broadcasts on an exclusive basis (AA, Feb. 29).

• A simultaneous salute to the advertising industry some weeks ago by three or four of the Phoenix stations drew unfavorable reactions from people who missed their favorite programs.

■ Meanwhile in Washington, Sen. John O. Pastore (D., R. I.) has announced that his Senate interstate commerce subcommittee on communications is giving top priority to legislation requiring tv networks and stations to give free time to Presidential candidates of major parties.

A bill introduced by Sen. Warren Magnuson (D., Wash.), the committee chairman, has been endorsed by 21 senators. It would require the networks and stations set aside two hours weekly for the Presidential nominees of the two major political parties during an eight-week period before election day.

Similar bills also have been introduced in the House by Rep. Byron Johnson (D., Colo.) and Rep. Stewart Udall (D., Ariz.).

Sen. Pastore said timing of the hearings on the election time bill depends on the impending renewal of the civil rights debate in the Senate, as no committee hearings are to be scheduled until that issue is disposed of. #

FOOT FASHION—*Color ads such as this, introducing Hush Puppies, made by Wolverine Shoe & Tanning Corp., Rockford, Mich., will run in Family Weekly, Parade and This Week Magazine, plus 11 newspapers, April 3 and June 5.*

Collegians Write Criticism, Not Just Blurbs, 'Life' Says

Magazine Hits Back at 'Nation's' Editorial Hitting Campus Promotion

NEW YORK, March 31—*The Nation*, in its April 2 issue, ponders the propriety of *Life's* collegiate ad campaign, which pays undergraduates for "writing endorsements for *Life*" in their campus newspapers.

Nation's editorial says that from now until the end of the school year, *Life* is paying a campus journalist in each of 160 undergraduate newspapers $20 a week for "reading the current *Life* and putting his byline—in large type—over a column in which he tells his fellow students how great an issue it is."

The campaign teaches, the editorial continues, "that the critical judgment of some youth may be bought for twenty bucks." The editorial then foresees for the "boys and girls *Life* has hooked" a lifetime of endorsement writing, in which they are "not apt to pass up that kind of easy money from any

(Continued on Page 89)

Wolverine Shoe Ads Noise News About Its Hush Puppies

ROCKFORD, MICH., March 30—A shoe which less than three years ago had neither name nor distribution will carry more advertising support than any other single item in the men's dress sport shoe field this year, according to MacManus, John & Adams, the agency handling Hush Puppies, made by Wolverine Shoe & Tanning Corp., Rockford, Mich.

Wolverine's 1960 advertising budget of about $500,000 will be spent principally in newspapers and Sunday supplements.

In April, 1958, when MacManus won the account, Wolverine's entire ad budget was $150,000, divided between work shoes and gloves, and the pigskin sport shoe was in the experimental stage. Today Hush Puppies are carried by about 5,000 outlets in all major markets.

■ Wolverine has been in the leather business for more than a century. Following World War II, confronted by a growing scarcity of horsehide, it developed a pig skinning machine that produced an entire hide instead of a single side or hard-to-fabricate strips. It began eyeing the dress shoe business, but, with its work shoe reputation, found it virtually impossible

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Alitalia Switches to Gardner from Cohen, Dowd Shop

Slowness in Adding Jets Called Key to 'Mutual Dissatisfaction'

NEW YORK, April 1—Alitalia, whose advertising has frequently won admiring glances, will move its account to Gardner Advertising Co. June 1.

Filippo Theodoli, vp and account supervisor at Cohen, Dowd & Aleshire, may move with the business to Gardner.

Alitalia bills an estimated $800,000. It ranks well down on the list of transatlantic carriers.

The Italian airline named Dowd, Redfield & Johnstone to handle its advertising two years ago. The Dowd agency later merged with Cohen & Aleshire.

Mr. Theodoli joined Dowd shortly before the account was acquired. Previously he had worked for Vespa, the Italian motor scooter company, which was then a Dowd client.

■ Gardner beat out Doherty, Clifford, Steers & Shenfield for the account.

Harry B. Cohen, board chairman of Cohen, Dowd & Aleshire, described the situation as one of "mutual dissatisfaction" stemming from the slowness of Alitalia in getting jets on the Atlantic run. This "has made them very dissatisfied with our creative work," he said. "This made us very dissatisfied, because we thought we have been doing a magnificent job."

Alitalia is scheduled to begin a jet service—with DC-8s—this spring.

Whether Mr. Theodoli will move with the account was still up in the air this week—at least no one was ready to confirm or deny that he would shift to Gardner. He is known to be highly regarded by Alitalia.

Joseph P. St. Thomas, assistant sales manager of Alitalia, said it is up to the agency to decide who will service the account. However, he cited Mr. Theodoli's familiarity with it.

Donald C. Porteous, vp of Gardner, said the agency had not decided yet as to who will service the business.

■ Mr. Theodoli has been supervisor on a phalanx of Italian accounts at Cohen, Dowd. In this group are the tourist bureaus of Venice, Sicily and Provino. He also has supervised—and helped to bring into the agency—the European Travel Commission account. #

Sea & Ski Moves into TV as Part of Big Drive

Sea & Ski, suntan lotion made by Rolley Co., Reno, is making its first move into network tv this summer as part of the "biggest consumer drive in its 11-year history." The "Jack Paar Show" and "Today" (NBC-TV) will be used in June and July, supported by 24-sheet posters in "key suntan" markets. Half-pages in *TV Guide*, plus two-thirds pages in *American Girl*, *Ingenue* and *Photoplay* also will be used.

This year, Rolley also is using a year-round schedule of one-third pages in *Sports Illustrated*. Foote, Cone & Belding is the agency.

Holley Boosts Shepard

Holley Carburetor Co., Warren, Mich., has appointed Yale W. Shepard director of advertising. Mr. Shepard has been with the company six years.

Highlights of This Week's Issue

Earl Kintner, chairman of the Federal Trade Commission, says FTC hopes to use most of a proposed $760,000 budget increase for more investigators ..... Page 4

Procedural arguments enter Federal Trade Commission's hearing on ads for Colgate Dental Cream with Gardol ..Page 6

General Mills' MPF, multi-purpose food concentrate, attracts the calorie-conscious, as well as the bomb-conscious ..... Page 8

Washington State Apple Commission launches springtime promotion for winesap apples in 102 markets, using 135 radio and tv stations ..... Page 14

Robert W. Horton, of the Fund for the Republic, urges formation of a special Senate-House joint committee to investigate pay tv ..... Page 15

WMAK radio's switch from "good music" format to "top 40" tunes runs into strong protest from station deejays and listeners ..... Page 24

German Assn. of Newspapers & Magazines wins its suit against UFA Illustrierte, charged with misrepresenting the number of readers it reaches through "reading circles" ..... Page 26

Food & Drug Administration moves to prevent B. T. Babbitt Inc. from continuing a promotion for a new honey-vinegar preparation called Honegar, offered as a "nutritious zesty tune-up" ..... Page 30

Irving White, psychologist and director of Creative Research Associates, says the "typical random sample used in research may be a very poor predictor of consumer trends in fashions, programming and other matters of taste" ..... Page 34

Boeing Airplane Co. launches a magazine ad campaign directed to women ..... Page 42

California cling peach industry leaders continue their $1,250,000 campaign, confident that growers and canners will vote to continue the farm marketing order which created the Cling Peach Advisory Board 12 years ago ..... Page 50

Earl A. Clasen, vp in charge of the grocery products division of Pillsbury Co., warns agencies "not to service accounts to death" ..... Page 52

Kenyon & Eckhardt explains its marketing concepts, research techniques and media strategies in two four-day marketing seminars ..... Page 56

Australia's advertising expenditures, estimated at approximately $177,000,000 a year, show an increase of nearly 61% over 1957 ..... Page 60

Woodbury College survey shows that three of every four viewers use products advertised on tv ..... Page 69

U.S. sales executive employed in Italy anonymously gives a sharp warning against over-optimism about foreign markets ..... Page 75

Jean Tsuk, assistant to the commercial counselor in the New York office of the French embassy, advises U.S. companies interested in marketing in France, to "get in now, while they still have an edge in marketing know-how" ..... Page 82

Du Pont Nemours International study reveals that experienced Europeans favor the adoption of American research techniques as the only reliable guide in shaping promotion policy ..... Page 84

British advertising loses the services of a talented photographer as a result of Princess Margaret's forthcoming marriage to Antony Armstrong-Jones ..... Page 86

Grant Horsey, president of Saladas-Sheriff-Horsey Ltd., says regional selling is far ahead of the national approach when it comes to advertising ..... Page 92

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Herman Johnson Named President of Hazel Bishop

Van Dyk Becomes Chairman; Spector Continues as Director

NEW YORK, March 30—Hazel Bishop Inc. has named Daniel Van Dyk chairman and elected Herman L. Johnson, formerly exec vp, to succeed Mr. Van Dyk as president and chief executive officer.

Raymond Spector, former chairman of the board, continues with Hazel Bishop as a director, consultant and a major stockholder.

These moves were announced at a board of directors meeting following the annual shareholders meeting today, at which more than 75 people were present, including an Irvington, N. J., high school class in corporate bookkeeping—owners of two shares.

Two changes were made in the board of directors today. Robert Bragarnick, former Seagram and Revlon marketing executive, and Albert Parker, attorney, were replaced by George R. Ruppel and Samuel M. Bergman.

The departure of Mr. Spector from the daily administrative scene at Hazel Bishop is not unexpected. When the Van Dyk interests took over last December, Mr. Spector said that Dan Van Dyk would be running the company, and he spoke vaguely of taking an around-the-world-trip with his wife—a prospect he is still contemplating.

■ Mr. Johnson, 44 years old, joined Hazel Bishop in 1956 as vp after several years as head of his own national sales organization. He became exec vp last year.

Mr. Johnson's career began as a stockroom clerk in a Woolworth store. His late father was a top toiletries executive with the chain.

Herman Johnson

In 1936 he was a store manager, when he quit and moved to Chicago as a salesman for Rit Dye Co. Less than a year later he returned to New York, this time as head of his own sales representation company, with Rit one of the major clients.

In 1939 he joined forces with Jack Berger to establish the Durogloss Nail Polish Co. He entered the Army in World War II as a private. Starting out as a mule driver, he eventually became administrator of Army prisons throughout the U.S. and was discharged as a major in 1945.

He returned to Durogloss until the death of Mr. Berger, then worked with the Helen Neushaefer variety line of beauty products.

■ Subsequently he was with Hollywood's Westmore brothers as a shareholder, general manager and chief executive officer in a three-year period in which the Westmore business went from $400,000 to more than $3,000,000.

Mr. Johnson sold his Westmore interest in 1952 and again established a sales organization handling national products. He joined Hazel Bishop four years later. #

'McCall's' Names Cain

McCall's has named John J. Cain, formerly assistant to the publisher and ad director of *Flower & Garden*, business manager.

Pet Sells Economy Frozen Pies Under Swiss Miss Label

ST. LOUIS, Mo., March 31—Initial marketing of a new line of economy frozen dessert pies under the Swiss Miss label has been started by Pet Milk Co. in selected midwest regions.

The new line will be marketed separately from Pet's higher quality product, Pet-Ritz frozen pies, according to John R. Bittner, frozen foods product manager.

Distribution of the Swiss Miss pies will be expanded on a market by market basis, Mr. Bittner said.

To determine the market for frozen dessert pies, Pet Milk recently sponsored a study by the Market Research Corp. of America, which disclosed the following patterns:

Of all consumers, 40% buy only quality pies; 30% buy only economy pies, and 30% buy both quality and economy pies.

Mr. Bittner said the frozen dessert pie cabinet therefore needed a clearly defined quality and economy pie, since there is a good market for both.

Pet Milk does not plan to advertise or merchandise the Swiss Miss product at this time. #

Freeman, Hoener Settle Breach of Contract Suit

SAN FRANCISCO, March 31—An "amicable settlement" out of court has been reached in the $800,000 breach of contract suit filed by Edgar P. Hoener against Miller Freeman Publications (AA, June 30, '58).

No details of the settlement were announced in a joint statement issued by Mr. Hoener and William B. Freeman, president of Miller Freeman.

Miller Freeman purchased majority interest in *The Timberman* and *Western Building* from Mr. Hoener in January, 1957, and gave him a ten-year contract as publisher and general manager of the two publications and *The Lumberman*, another Freeman publication.

■ In May, 1958, Miller Freeman terminated the contract, commenting: "There were basic differences of interpretation of . . . policies and procedures . . . and these differences became so deep-seated that there was no choice but to consider the contract terminated."

The following month Mr. Hoener filed his breach of contract suit in U.S. district court, asking $800,000 in damages and costs. Mr. Freeman at that time termed the amount asked "utterly fantastic."

■ Today the two men announced that "all charges and claims by each party against the other have been settled out of court to the satisfaction of both."

A release from the company said: "Mr. Hoener and Mr. Freeman emphasize that all past issues and charges pertaining to both the purchase agreement and the employment relationship have been fully and satisfactorily resolved, and that the 'slate has been wiped clean' insofar as the past is concerned." #

O. S. Tyson Names Two

Mildred G. Gleason, secretary and assistant treasurer of O. S. Tyson & Co., New York, has been elected to the board of directors. She has been with the industrial agency 32 years. Tyson also has named Alan A. Beel, formerly with Young & Rubicam, an assistant account executive.

NEWCOMER—*Pet Milk Co. has introduced an economy frozen pie, titled "Swiss Miss," which is being marketed in selected midwest regions.*

Hershey Weighs Ads, But Still Has No Agency

PHILADELPHIA, March 29—Hershey Chocolate Co., while it is still contemplating the possibilities of a national consumer advertising campaign, has not made specific plans and has not appointed an agency, William B. C. Dearden, assistant to the chairman of the board, today told the Poor Richard Club.

He denied published reports that Hershey had named an agency, but admitted there is some merit to the talk that they are not overlooking consumer advertising and are "evaluating it."

"We realize the power of advertising," he told some 150 members of the adclub at luncheon, "and we have nothing but the greatest respect for advertising."

■ He afterwards told ADVERTISING AGE that "we are looking at it (consumer advertising)," but that Hershey Chocolate Co. has been looking at advertising for many years.

The company has no advertising department. Mr. Dearden denied that it is not using advertising because it is heavy at point of sale, pointing out that it does provide cooperative money for many dealers. He said the company considers its model community at Hershey, Pa., its factory and its school a form of advertising.

In 1903, when Milton Hershey started the present company in a corn field, there was no advertising in the sense that we know it today, Mr. Dearden pointed out.

"If there had been, Mr. Hershey undoubtedly would have used it," he related. Instead, the company founder hired salesmen to cover every retailer in the country, since there were no quality chocolate products at that day and there wasn't as much competition in the industry. #

Simmons Lucky Key Sale Will Offer Bedding Prizes

Simmons Co., New York, will hold a Lucky Key Sale promotion, offering consumers bedding and upholstered pieces plus an opportunity to win free prizes which include Hide-A-Beds, lounges, headboard outfits and mattresses. A Lucky Key card will be inserted in all subscription copies of the May 23 *Life*, along with a color page announcing the sale and promotion. Each card will show a golden key with a number.

The consumer is invited to tear out the numbered portion of the card and take it to the nearest Simmons dealer listed in the ad. If the number appears on the dealer's list of winning numbers, the dealer will arrange for the delivery of a prize. Young & Rubicam is the agency.

Noxzema Scored After De-Nationalizing Ads

ANA Workshop on New Product Debuts Is Told TV's Market Was Too Big

CHICAGO, March 29—Product success stories abounded at the Ambassador West Hotel today, as the Assn. of National Advertisers met for a one-day workshop session on "How to Use Advertising Effectively in Introducing New Products."

The decision to take Noxzema Instant Lather shaving product out of national advertising and concentrate on specific markets—and the results that followed—were detailed by H. W. Grathwohl, vp-advertising of Noxzema Chemical Co., Baltimore.

The product was introduced in late 1953. When Mr. Grathwohl joined the company in 1956, Instant Lather was spending all its ad money in network tv on the Perry Como show.

"Unfortunately, our distribution wasn't up to par in lots of the U.S.," he told the ANA group, "and we were virtually non-existent in the food stores, which traditionally do a huge shave cream business."

Although Noxzema's share of market was less than 2%, the company felt users of the product were exceptionally loyal to it. However, a survey failed to un-

(Continued on Page 92)

Top Radio Spots All Jingles; 5 of 8 Are Repeaters

NEW YORK, April 1—Old radio commercials are the best radio commercials, judging from the returns in the annual industry poll made by the Radio Advertising Bureau.

Five of the "eight most effective" commercials for 1959 are repeaters. Every one of the winners selected by 3,000 advertiser, agency and broadcast executives was a jingle.

The winning commercials were announced—and played—before audiences at the fifth annual clinic staged this week by RAB, which makes the awards.

The list, which groups the commercials together as the eight best and does not rank them in order of preference, includes: Budweiser (D'Arcy), Coca-Cola (McCann-Erickson), Ford (J. Walter Thompson Co.), Nescafe (William Esty Co.), Northwest Orient Airlines (Campbell-Mithun), Pepsi-Cola (Kenyon & Eckhardt), Schlitz (JWT) and Winston (Esty).

■ Winston and Budweiser are three-time winners dating back to 1957. Northwest and Pepsi received awards in 1958 and Ford's last recognition in this competition came in 1957.

For the first time this year, RAB held its clinic in Chicago as well as in New York, with the program being duplicated in both cities for the most part. An all-day session here was followed by an all-day session in Chicago.

The morning meetings were devoted to five sponsors, who had several very good words to say about radio. Testimonials to the potency of the medium were offered by Gordon M. Bain, Northwest Orient Airlines; Raymond C. Keck, Cities Service Co.; Robert Llewellyn, American Bakeries Co.; William C. Mennen Jr., Mennen Co., and Floyd J. Torrence, John Morrell & Co.

■ Mr. Mennen pointed out that the entire budget for one of his company's products—Speed Stick deodorant—goes into radio. He said the company had been getting some unexpected help from DJs who give the product a local flavor with their take-offs on the commercial. DJs, he suggested, can write better commercials than agencies.

Northwest Airlines' Mr. Bain, whose company spends approximately $1,500,000 in radio annually, said Northwest chose to concentrate a big share of its ad budget in radio because its flexibility makes the medium "well adapted to the peculiar problems of air transportation." #

Jig Rigging? . . .

FTC Charges Arthur Murray With False Ads

'Contests' Are Phony, Mask Further Selling Effort, Says Complaint

WASHINGTON, March 30—The Federal Trade Commission charged today that Arthur Murray Inc. uses bait ads, phony contests and coercive sales methods to sell its dance courses.

The commission's complaint says the Murray organization sponsors "Dizzy Dance" and "Lucky Buck" contests which are merely "a deceptive form of bait or decoy, attractive to the innocent, unwary and unsuspecting members of the purchasing public."

The purported quizzes, puzzles and contests are so simple, FTC said, as to remove them from the categories of competition, skill or special selection, so that substantially everyone may qualify and win.

The complaint contends that persons who receive certificates for lessons at special prices have not, in many instances, been given a bona fide course of instruction. Much time is spent trying to sell them additional courses of instruction, FTC said, and in some instances part of the instruction called for is furnished only on the

(Continued on Page 90)

the price includes:

also: PEUGEOT

ROLLING STOCK—*This ad, with copy consisting entirely of a list of standard equipment on the Peugeot 403, will run from April through July in Atlantic, Car Life, Harper's Magazine, Holiday, The New Yorker, Realites, Road & Track, Sports Car Illustrated and Time. Needham, Louis & Brorby, New York, is the agency.*

FTC to Spend Budget Boost for Probers: Kintner

Congressmen Offer FTC Advice Aplenty on How It Should Spend Funds

WASHINGTON, March 29—The House appropriations committee heard testimony today indicating that the Federal Trade Commission hopes to use most of a proposed $760,000 budget increase for more investigators.

At a closed door session which was held Jan. 21, commission members told congressmen that FTC currently has a full year's backlog of uncompleted investigations. Under the $760,000 budget increase recommended by the White House, the commission would increase the staff of its bureau of investigation from 319 to 397.

At the last check, according to Commissioner Robert T. Secrest, FTC's New York office had over 400 cases waiting for investigation. "With their present staff," he reported, "it would take more than a year to clean up what they had."

Under questioning, the commissioners reported they originally asked the White House to increase their budget by $1,600,000. Chairman Earl Kintner contended the commission is confident it can make good progress with the $760,000 which was recommended. The commission was subjected to extensive questioning by appropriations committee members, who have their own ideas about what FTC should be doing.

■ Rep. Albert Thomas (D., Tex.), chairman of the subcommittee which handles FTC funds, was skeptical of FTC's activity in the field of payola and tv advertising, reiterating at several points that the anti-trust and anti-merger cases are the ones that really count.

"Advertising is what we know it to be," Rep. Thomas observed. "Nobody believes it anyway."

At another point he interjected: "After all, you have an adult population in this country. You can't hold everybody's hand every time he goes out and buys a sack of flour or hunk of meat or a chicken or automobile or anything else."

Similarly, Rep. Edward P. Boland (D., Mass.) expressed confidence advertisers and broadcasters will clear up most tv deception. Chairman Earl Kintner said FTC needs to carry a big stick "and do a certain amount of enforcement in these fields" in order to persuade them.

■ He quoted from a survey in ADVERTISING AGE which indicated that tv advertisers are remaking at least $500,000 of films for commercials in order to avoid FTC criticism. "If true," he said, "this seems to indicate that the industry is making a massive effort to clean up some of the practices we have been challenging."

Commissioner William C. Kern joined with the observation, "Reformation comes hard along Madison Ave." This prompted Rep. Boland to add: "I think they are getting the point because of the action of the commission in this field."

Other committee members chided FTC for being too slow. Rep. Sid Yates (D., Ill.) was annoyed by lack of progress on his request for an investigation of gasoline de-icer ads by Standard Oil Co. (Indiana).

He reported one of his constituents submitted data showing that Standard's de-icer freezes at 31°, only 2° below the freezing point. "If you wait until the winter is over before you take positive action," he complained, "the harm will be done."

■ Rep. Joe L. Evins (D., Tenn.) said Chairman Kintner is doing a fine job, "but the main concern of our colleagues as we talk in the cloakroom and in the committee here every day, is that cases referred to the commission do not have the expeditious treatment they should have."

Chairman Kintner assured committee members FTC's emergency efforts to meet the payola and tv commercial problem will not result in any de-emphasis in the merger and anti-trust field. He said FTC is particularly anxious to go ahead with more activity against companies obtaining illegal promotional benefits and price advantages in violation of the Robinson-Patman Act. #

NEW ROYAL—*Royal McBee Corp. will use this four-color page in the April 25 Life in its new $1,000,000 promotion for its electric typewriter. Royal will also use Newsweek, Wall Street Journal and school and office publications. Young & Rubicam is the agency.*

Shapiro Adds 4 Accounts; Names Cohanne Art Director

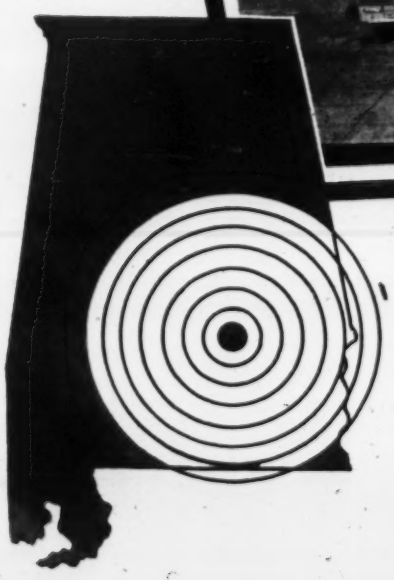
Alan M. Shapiro Advertising, Philadelphia, has added four accounts: Materials Electronic Products, Trenton, N. J., maker of thermoelectric equipment; Aero-Dec, Cleveland, national distributor of floral supplies; Victor of Milano Ltd., Philadelphia, toiletries and cosmetics distributor, and Plasti-Kote Inc., Cleveland, manufacturer of aerosol paints and related products.

The agency has appointed Lee N. Cohanne art director, the same position he formerly held at Ed Shapiro Inc., Philadelphia.

Hotpoint Moves Harwood

Hotpoint Co., Chicago, has named Richard Harwood manager of advertising and sales promotion for the Chicago district. He formerly was advertising supervisor of Hotpoint's Los Angeles district.

from a proud past
comes a...
FUTURE
UNLIMITED!



Everywhere you look in Montgomery you see progress. This new $1,500,000 airport with the longest paved runway in the Southeast is only one example of this area's vast growth. Expansion means opportunity . . . an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.

WSFA-TV
NBC / ABC MONTGOMERY - CHANNEL 12

Represented by Peters, Griffin, Woodward, Inc.

The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

Greensboro-
GREEN THUMB
OF THE NEW
SOUTH'S MARKETS

In the Top 20 in Total Retail Sales

Cultivate Apparel Sales Figures

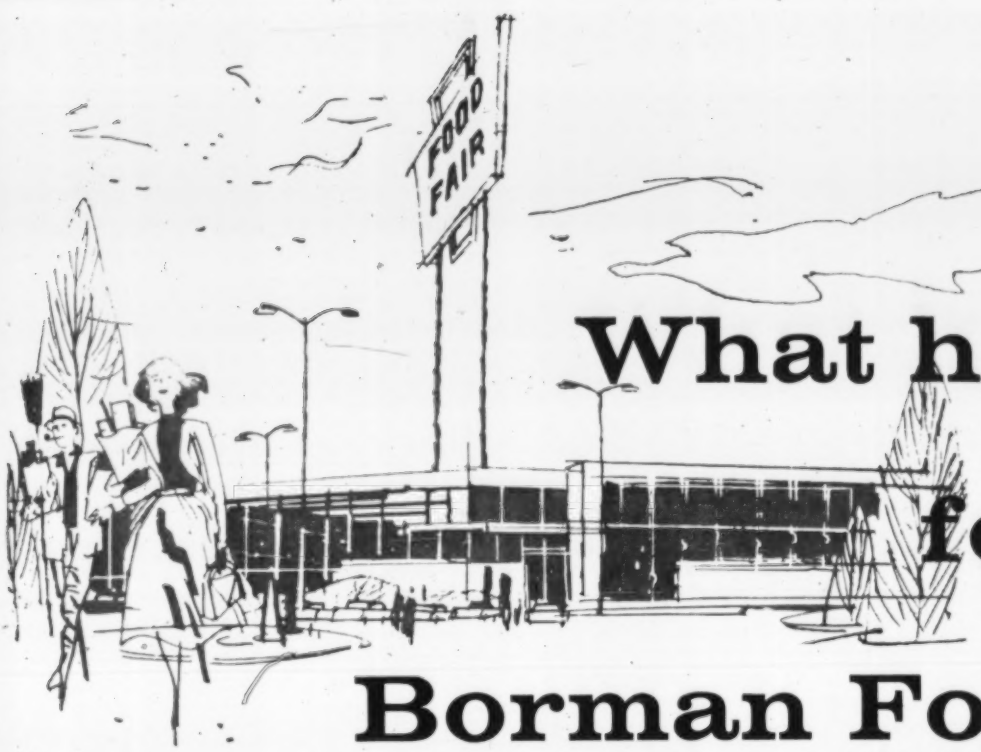
In the South's top 25 markets—highly industrialized Greensboro ranks high in Apparel Store Sales ahead of Charlotte and close behind primary markets like Richmond and Mobile. To harvest this rich dollar crop, your clothing advertising should wear the label of the Greensboro News and Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1959 Major U. S. Markets Analysis"* Brochure of all 292 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.



What happens to food sales at Borman Food Stores...

when THE BIG ONE puts on the pressure?

TOM BORMAN, *President*
Borman Food Stores,
Detroit, Michigan.
37 stores. $78,744,231 annual volume.

Let Mr. Tom Borman, President of Borman Food Stores, give you just one example of what happens in food stores from coast to coast when products are advertised in THIS WEEK Magazine—the biggest thing in print:

"THE pre-selling that is accomplished through advertisements in THIS WEEK Magazine gives tremendous impetus to our sales and profits with fast turnover of national brands. We believe THIS WEEK is the ideal medium for the manufacturer who wants to help us sell more of his products through our supermarkets."

Tom Borman

TOM BORMAN

to move goods fastest...

Buy The Big One

CIRCULATION MORE THAN

13,000,000

Statistical Assn. to Probe Ratings for Harris Committee

WASHINGTON, March 30—Radio-tv rating services are going to get a professional evaluation, under an arrangement just worked out between the House committee on legislative oversight, and the American Statistical Assn.

Under the plan, the association has appointed an independent study group which is to look into the methods and operations of the rating services. The work is to be financed by Congress, but the report is to be drafted without consultation with either the statistical association or the congressional sponsors.

The plan for an investigation of rating service procedures is the latest in a series of congressional moves to learn more about the devices that are used by radio-tv broadcasters in making their program choices.

An earlier investigation of rating services procedures by the Senate committee on interstate and foreign commerce was suspended two years ago, after spokesmen for leading rating services testified at a two-day hearing which explored their operating methods.

▪ Senate committee members have reported repeatedly in recent months that they are not entirely satisfied with the information obtained from the rating services. There has not been any publicity on it, but the committee reportedly is conducting further investigations to determine whether all the rating services operate according to the methods discussed at the hearings.

The study announced by the House committee on legislative oversight this week tries to leave the problem in the hands of professionals.

In a letter to Morris Hansen, president of the statistical association, Rep. Oren Harris (D., Ark.), chairman of the committee, noted that Congress has often called on professional groups to provide expert advice in the past. He explained that American Statistical Assn. is designating a study group, but that it is not accepting responsibility for the report.

▪ The committee designated by Mr. Hansen to supervise the work consists of Dr. William G. Madow, Stanford Research Institute, chairman; Dr. Raymond J. Jessen, General Analysis Corp., Los Angeles, and Dr. Herbert Hyman, Columbia University.

Chairman Harris specified that the work is to be completed "within a reasonable period," but he cautioned that "any considerations of the element of time" should not preclude thoroughness. #

Clinton Swan Clothes to Flax

Clinton Swan Clothes has appointed Flax Advertising, New York, to handle its account.

FTC's Evidence Ruling Stymies Defense: Colgate

Company Says Since FTC Didn't Demur at Claims in '58, O.K. Was Assumed

WASHINGTON, March 29—A Federal Trade Commission hearing on ads for Colgate Dental Cream with Gardol bogged down in procedural arguments today, as Colgate's attorneys sought to prove that their client had good reason to assume its ads were satisfactory to the commission.

Colgate already has conceded that no dentifrice, including its own, can provide complete protection against tooth decay (AA, Feb. 8). It denies that it intended to imply "complete protection" through the use of the "protective shield" demonstration which was formerly used in Colgate commercials.

As proof that Colgate sought to cooperate with FTC in the past, a Colgate attorney, Matthew Correa, sought to offer today an exchange of correspondence between Colgate and the commission covering a two-year period prior to the issuance of a "protective shield" complaint by FTC last November.

▪ Mr. Correa explained that the correspondence shows that Colgate sought to provide the commission with advertising materials and research information to support the advertising. He noted that Colgate dropped the "once a day" brushing theme when it was informed that the commission's scientists were investigating the use of this claim by all dentifrice manufacturers.

Controversy arose over his introduction of a series of research reports which Colgate submitted to FTC Nov. 26, 1958.

Edward F. Downs, attorney for FTC's bureau of investigation, blocked the introduction of the research material on the ground that it was "hearsay."

Attorneys for Colgate tried unsuccessfully to convince hearing examiner Leon Gross that the reports should be accepted as examples of the material which Colgate discussed with FTC. But Mr. Gross noted the reports mentioned other dentifrice manufacturers, which would not have the opportunity to question them.

▪ Reiterating Colgate's concern about the ruling, Mr. Correa termed the research papers "the cornerstone of Colgate's case." He said he would have to reorganize completely the presentation of evidence and that he was no longer in a position to estimate the amount of time Colgate will need to defend itself.

In his arguments before the examiner, Mr. Correa noted that Colgate has no intention of using the testing information as a basis for arguing about the effectiveness of its product.

"This report, which we sent FTC in 1958, says Gardol was effective in 65% of the cases," Mr. Correa said. "100% less 65% is 35%. So FTC was on notice in 1958 that Colgate itself did not claim its product was effective more than two-thirds of the time.

"If the commission had that information in 1958 and voiced no objection to the 'protective shield' commercial at that time, then we had every reason to assume that the commission did not regard the claim as deceptive," he argued.

▪ Mr. Gross expressed reservations that "good faith" will be regarded as a proper defense in a false advertising case in any circumstances. He said he has not reached a conclusion on this point but he will be interested in knowing the views of opposing counsel on whether "good faith" by Colgate would relieve the commission of its responsibility to protect the public interest.

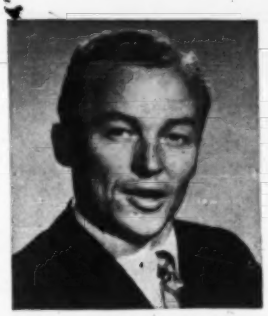
Colgate will resume its defense at a hearing in New York April 20.

Robinson Joins Publisher

John S. Robinson has been named general manager of *Refrigeration & Air-Conditioning Business*, one of nine publications published by Industrial Publishing Corp., Cleveland. He formerly was with Hupp Corp. and A. O. Smith Corp.

'Pack-O-Fun' Moves Offices

Pack-O-Fun, published by Clapper Publishing Co., has moved to larger quarters at 14 Main St., Park Ridge, Ill.



PLANT SUPERINTENDENT: "We need a source for strong, lightweight disposable pallets."

MOTOR MANUFACTURER: "We need a flock of small, rugged terminals."

APPLIANCE DESIGNER: "We're having trouble getting reliable mechanical timers."

CHEMICAL PLANT MAINTENANCE MAN: "We've got a packing problem that's driving me nuts!"

ELECTRONICS MANUFACTURER: "Lacing and tying our electronic harness is becoming too costly."

PLANT MANAGER: "Patches in our concrete floors repeatedly crumble and flake."

TV SET DESIGNER: "I'm trying to find something new in decorative metals."

STAMPING PLANT OPERATOR: "Looks like our light presses should have vibration mounts."

MANUFACTURER: "I need to find out what's new in self-locking fasteners."

Can you solve any of these problems?

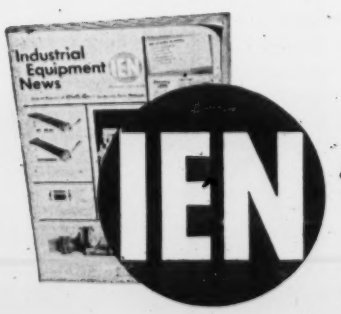
. . . these are just a few of the thousands of problems I.E.N.'s readers bring to its pages each month.

For Industrial Equipment News is scanned from cover to cover every month by 78,000 men looking for products that will help solve their current and ever-changing problems.

These men represent more than 40,000 plants...*all* industries . . . and 90% of America's industrial purchasing power.

What better place – what better timing – whether you want to sell your present markets or discover new ones, your ads are right at the "point of purchase".

What's more, you can reach them any way you want – with a steady schedule or the tremendous added wallop of "product line" advertising. Details? A note brings our nine section Media Data File.



good for selling...because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company

ATHERTON UNSCREWS THE UNSCRUTABLE

Wasn't it a Senator who said "unscrew the unscrutable," Atherton?

True, Quinby, but I'm borrowing it in a good cause—a Fuller Explanation of the Fundamentals of Ad Page Exposure.

Q: What's an Ad Page Exposure?

A: I thought you knew. When a magazine reader turns to your ad page, he is exposed to it. Your ad's on page 19. The reader's on page 19. Bang—an Ad Page Exposure.

Q: That seems Fundamental enough. But why make a fuss about it?

A: Come, come. As the manufacturer of Quinby's Kumquats, how have you been selecting magazines?

Q: Audience has been helpful. It told the number of people who look at or read some part of the magazine.

A: Ah, but if that audience isn't exposed to your ad page, what good is it?

Q: Gee, I'm supposed to ask the questions, Atherton. What good is Ad Page Exposure?

A: You remember when you were selling kumquats door to door. Some doors opened when you knocked; some didn't. Now I don't know what your sales percentage was with the housewives who answered . . . but I know for sure what it was where nobody came to the door. Each Ad Page Exposure is a *proved* face-to-face contact between your ad page and a reader.

Q: How do the different magazines stack up at opening doors?

A: So happens there *is* a new study of media effectiveness. And it shows that Life and Look aren't too far behind the Post.

Q: What's the box score?

A: I just happen to have the figures right here: Post—30,861,000 Ad Page Exposures, Life—30,110,000 APX, Look—30,702,000 APX.

Q: Hmm-m. But which should I use for Quinby's Kumquats?

A: Buy all three—at a cost per thousand Ad Page Exposures of only 90¢. Or, if your budget holds you to one, remember there are imporant qualitative differences in magazines and you choose accordingly.

Q: Well, I'm looking for exposures to bigger families with more money to spend.

A: Then you want the one magazine that gives you *high frequency* exposure to *high quality* readers in each issue . . . the Post. Your Post ad page is seen by heavy-consuming larger families 3 million more times than a Life ad page, 1½ million more times than a Look ad page. And among the $4000-and-higher households that spend two-thirds of all durable and package goods dollars, the Post gives you half a million more Ad Page Exposures. To see how high frequency can work for you, ask your Post salesman for a demographic breakdown.

Q: I will! I'll ask him for the Republican breakdown, too!

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

General Mills Finds MPF 'Survival' Food Attracts Calorie Counters

MINNEAPOLIS, March 29—MPF, the multi-purpose food concentrate General Mills packages as "survival insurance for tomorrow's living," is turning out to be a tempting tidbit for calorie conscious Americans.

"The really big market exposed in three months of merchandising effort is the one for weight-control food," said Fred Hafner, director of protein operations in General Mills' oilseeds division.

Mr. Hafner is testing the ration himself and has talked members of his family and many of their friends into trying it too.

"An employe who volunteered for a 14-day civil defense survival trial lost 17 lbs.," Mr. Hafner said. "Another reported his weight dropped from 213 to 198 lbs. on a diet of 6 oz. of MPF, plus salt, water and vitamin C. He reported no hunger pangs." Two ounces of MPF, the label says, provides one-third of an adult's required daily food needs, except for vitamin C, and has only 190 calories.

■ MPF is not a new product. It is based on a formula developed by Dr. Henry Borsook of the California Institute of Technology and distributed by the Meals for Millions Foundation in Los Angeles since 1946.

The General Mills package of 4½ lbs. for $2.50, however, is new. Entirely pre-cooked, the concentrate consists of soy protein, minerals and all essential vitamins except C.

One can would be enough to feed an adult for two weeks, if necessary, following an atomic bomb attack.

Introduced in December, the product was two weeks moving into pipelines of two General Mills divisions serving institutional customers. Advertising got under way in early March with mention in industrial group ads carried in the *Wall Street Journal* and the *Journal of Commerce*. The product is also described in ads due to appear in the April and May issues of *Fortune*.

■ In Minneapolis, where MPF is available in drug stores, department stores and some food stores, first local newspaper ads were timed to coincide with Civil Defense Preparation day, March 16.

The $2.50-a-tin offer was carried in 560-line ads in the *Evening Star* and *Morning Tribune*.

With the blessing of civil defense officials in Washington and Minnesota, mailing pieces were sent to civil defense directors in every other state, asking cooperation in bringing the survival food package to the attention of town, city and county civil defense organizations.

■ Mr. Hafner said that since Dec. 1, more than 100,000 lbs. of General Mills' product have been shipped to some 15 foreign countries for distribution by the Meals for Millions Foundation. Domestic shipments are beginning to move in carload lots.

Up to now, he said, domestic sales have been about 90% as food for immediate consumption and 10% as food for stockpiling against an emergency.

"The sales response has been terrific wherever we have had a chance to tell our story," said Mr. Hafner. "We expect one-shot sales for stockpiling to increase sharply as the word gets around to civil defense people in other states."

■ Mr. Hafner said the merchandising effort being put behind MPF is part of General Mills' contribution to civilian defense.

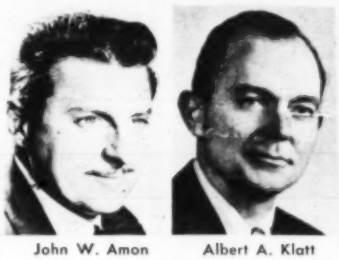
"The Office of Civil & Defense Mobilization in Washington recommends that everyone have a two-week food supply in his home shelter area—and a three-day evacuation survival kit in his automobile," Mr. Hafner pointed out.

"One of the problems has always been to find provisions that would keep a long time, that are nutritious, economical and take up little space."

General Mills believes it has the answer and is recommending a 4½ lb. tin for every member of the family be kept in the home shelter area; and one tin in each car driven by members of the family. #

NL&B Names Amon to Succeed Kies; Klatt to New Post

Needham, Louis & Brorby, Chicago, has appointed John W. Amon vp and director of art, succeeding John H. Kies, who has retired after 17 years with the agency. Mr. Amon, with the agency for 12



John W. Amon Albert A. Klatt

years, was formerly assistant director of the art department. C. Franklin Johnson, formerly executive art director, will succeed Mr. Amon as assistant director of the art department.

At the same time Albert A. Klatt has been appointed to the new position of director of the print creative department. Mr. Klatt will continue as vp and director of the copy department.

WOW Executives Discuss Radio, TV Problems on the Air

WOW and WOW-TV, Omaha, presented on March 29 and 30 a two-part program which was simulcast by the two stations, featuring station executives discussing broadcasting problems and the tv code. Frank P. Fogarty, vp and general manager of WOW and WOW-TV, spoke on "TV & Radio at the Bar of Public Opinion," and the following day was joined by Fred Ebener, WOW-TV sales manager, and Bill McBride, WOW-TV director, in a discussion on the code.

OVER ¼ MILLION PEOPLE
QUAD-CITIES
ROCK ISLAND
MOLINE
EAST MOLINE
DAVENPORT

2ND IN FOOD SALES

IN IOWA-ILLINOIS

QUAD-CITY RETAIL FOOD SALES SET $85.6 MILLION RECORD The Quad-Cities' one quarter million people keep the cash registers busy in some 280 local food retail outlets. Eagle Food Centers, National Tea (district) and many other regional chains, buying groups and wholesalers have headquarters here. Map at right shows ranking of the major food markets in Iowa-Illinois.

Quad-City home-town newspapers penetrate 99.8% of the 83,700 households.
THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by JANN & KELLEY, Inc.

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by ALLEN-KLAPP

RETAIL FOOD SALES

1. CHICAGO	$2,055,002,000
2. QUAD-CITIES	85,609,000
3. PEORIA	85,452,000
4. DES MOINES	78,542,000
5. ROCKFORD	55,274,000

Source: Sales Management May 10th. 1959 Survey of Buying Power

WTRF-TV STORY BOARD

"You can't quit now" said the circus manager to the human cannonball. "Where else can I find a man of your calibre?"

Wheeling wtrf-TV
Southern Colonel: "All I want for breakfast is a quart of bourbon, a pound of beefsteak and my hound dog."
Guest: "Why do you want your dog?"
Colonel: "To eat the steak, of course!"

Wheeling wtrf-TV
This is a MAJOR Multi-Million Dollar Market . . . *two million people* with an annual spendable income of over 2½ billion dollars are responsible for the successful selling of products advertised over WTRF-TV . . . *they* see, *they* buy, YOU SELL!

Wheeling wtrf-TV
Delinquency starts when children quit asking parents where they came from and start telling them where to go.

Wheeling wtrf-TV
Said one coffee bean to the other: "I can be made instantly but I prefer the old grind."

Wheeling wtrf-TV
More than a buying audience . . . WTRF-TV offers you a complete sales-boosting merchandising plan. Ask George P. Hollingbery for all the selling facts.

Wheeling wtrf-TV
Be glad to print some of your favorite goodies!

CHANNEL SEVEN • WHEELING, WEST VIRGINIA

ABC SCORES 3 FOR 3

(first in average audience ratings for the third consecutive week)*

ABC-TV	20.7
NET Y	20.0
NET Z	18.0

IN FACT, for the eleven 1960 reports to date, ABC-TV has been first with Average Audience Ratings 6 times, Net Y 5 times and Net Z no times.

***SOURCE:** Nielsen 24-Market TV Report, week ending March 13, for seven nights, 8-10:30 PM, NYT.

ABC TELEVISION abc

This Week in Washington . . .

Broadcasters' Ears Attuned for Any Jarring Notes as Ford Makes FCC Bow

By Stanley E. Cohen
Washington Editor

WASHINGTON, March 31—If you were the newly designated chairman of the Federal Communications Commission, preparing to speak to 25,500 members of the National Assn. of Broadcasters, what ideas would be turning over in your mind?

How much emphasis would you put on the criticism that has been directed at the industry? How far would you go toward indicating that you and your colleagues know that many of these problems are beyond the legitimate responsibility of the government?

■ Presumably these were among the thoughts running through the mind of newly designated FCC Chairman Frederick W. Ford this week as he sat down to work on a speech which inevitably must be among the most important he has ever made.

NAB's convention is a rare forum for an FCC chairman under any circumstances. In today's climate, it is an opportunity which Chairman Ford will not want to squander.

Many times in the past the NAB rostrum provided the occasion for some "dutch uncle" reports to the industry by FCC chairmen. But in recent years, the FCC chairmen have avoided any discussions which might jar the good fellowship that has come to dominate these occasions.

Only two years ago, for example, the FCC chairman suggested that broadcasters have earned the right to hold licenses for five years, instead of three. Last year he made headlines by advocating legislation to repeal the commission's own "Lar Daly decision."

■ FCC's new chairman isn't the kind of man who will go out of his way to be disagreeable. On the other hand, he's not likely to forget that this is one of the few occasions when he has an opportunity to tell the industry in his own words exactly how he looks at the future.

Relationships between the industry and the commission are unusually strained at the moment. Each is seeking to put its own house in order. In its effort to demonstrate independence of the industry, FCC finds itself accused of resorting to crippling and unwarranted restrictions.

As the broadcasters enter the hall Tuesday, the current flare-up over FCC's recent sponsorship identification statement will certainly be foremost in the minds of most of them. They will be wondering: What kind of leadership will this new chairman supply for the commission? Is the commission's recent statement on sponsorship identification an example of the kind of bitter medicine he expects to force on us?

■ While this will be Chairman Ford's first stint as spokesman for the commission, he's far from an unknown quantity. His knowledge of the industry goes back many years. During two previous appearances as a member of the FCC panel at NAB conventions, his brief remarks were sufficiently distinctive to command attention.

As a career worker and later a commissioner, at FCC, he became respected as a legal craftsman with profound respect for due process, as well as for the public interest. He has advanced with political support from the same Nixon-Rogers circle which fed many earnest and dedicated young men into responsible government posts in recent years.

Inasmuch as he has been an FCC member since mid-1957, his views on most issues are fully matured. At Los Angeles two years ago he intrigued the industry by proposing that broadcasters be allowed to account for their stewardship with narrative reports, instead of warping their programming philosophy to fit a pre-conceived FCC formula.

■ He's on the record on such issues as network option time (he doubts its legality under existing circumstances). For more than a year, he has been "on the firing line," trying to obtain more vhf channels for television.

During FCC's recent hearings on the commission's role in regulating programming, he was openly impatient with the view that the commission cannot examine the over-all performance of broadcasters at renewal time without violating the First Amendment.

"As I read the act," he would say, "we have a responsibility to find that a grant would be in the public interest. How can we make such a finding unless we learn what the man has been doing or intends to do?"

Weeks before the mantle of leadership was dropped on his shoulders he publicly challenged colleagues who fear that FCC will try to dictate what is on the air. "The future of this industry is not at stake," he told a meeting in Philadelphia. 'No one proposes to make FCC into a board of supercensors."

■ In the brief time he has been on the job, however, he has already managed to bring the wrath of the broadcasters down on the commission.

He inherited a backlog of unfinished business which would be enough to frighten any thoughtful person. Still unresolved are ancient proceedings on such subjects as network option time, tv allocations, clear channel radio, broadcast hours for daytime stations and pay tv. In the wake of the tv quiz expose, FCC also had announced an array of proposals on such subjects as payola, and rigged programming, but without finally adopting any of them.

FCC's first action under his direction was the adoption of a far-reaching statement advising broadcasters to bend over backward in identifying the source of free phonograph records, trade deals, etc. The statement was merely a press release, and is not legally binding on anyone.

■ In short order, however, broadcasters have poked the commission's statement full of holes. Their comments have been so devastating that Chairman Ford now assures them: "We have to find a way so that you can get your views before us."

Since his past record clearly establishes the chairman as a dependable defender of due process, broadcasters may be inclined to feel reassured by this promise.

Yet even as he bends to the persuasive comments of the industry, Chairman Ford displays a streak of steel which has not been evident at FCC for many years. "Nothing could be achieved by withdrawing or suspending our announcement on sponsorship identification," he commented. "After all, the law requires disclosures. We cannot suspend the law; and we cannot require more than the law requires." #

HER TASTE—*This quarter-page b&w ad opens a schedule of six insertions to be run in May, July, September, November and December by Pro-Phy-Lac-Tic Brush Co., Florence, Mass., in Holiday, The New Yorker and Town & Country. Lambert & Feasley, New York, is the agency.*

L&M Plans Lighter Filter for Duke, Resumes Print Ads

JERSEY CITY, March 30—Liggett & Myers Tobacco Co. announced at its annual meeting that it is changing the filter on its Duke brand. William A. Blount, president, said "We found most people don't want that heavy a filter."

Duke, with a new filter, will be reintroduced in some markets, including New York City, in two or three weeks. At that time, he said, the company will resume advertising in newspapers and magazines. Liggett & Myers dropped its print ads earlier this year when, under pressure from the Federal Trade Commission, it ended its low tar and nicotine claims.

Mr. Blount explained the company's heavy use of tv westerns by saying they consistently draw the most viewers. "We tried a couple of musicals in the past year or two and they were complete flops."

LORILLARD SUPPLEMENT RUNS IN THREE DAILIES

NEW YORK, March 30—P. Lorillard Co. will use a four-color 20-page supplement in the April 3 *New York Times*, and the April 24 *News*, Greensboro, N. C., and *Louisville Courier-Journal*, to review its history on its 200th anniversary.

The supplement, which cost over $100,000 for production, distribution and space, includes eight participating advertisers: Reynolds Metals, Strawberry Hill Press, Federal Paper Board, Interstate Container, Shell Chemical, Bethlehem Steel, Diamond Match division of Diamond National Corp., and Hermetite Corp. These advertisers contributed an estimated 50% of the $100,000 cost.

The supplement was prepared by Lennen & Newell, Lorillard's agency for corporate advertising, and Sidney J. Wain Inc., its public relations agency. #

Pfaff Buys Don McNeill

Pfaff International Corp. has purchased three segments a week on "Don McNeill's Breakfast Club" (ABC Radio), beginning April 18, the "first step in a new integrated campaign." Don Kemper Co. is the agency.

'La Prensa' Sold to Popes

La Prensa, New York Spanish-language daily with a circulation of about 66,000, has been purchased by Fortune and Anthony Pope, publishers of *Il Progresso*, an Italian-language newspaper. Purchase price was not disclosed.

L.A. Retailers Block GMA Test Plan for Coupon Redemption

LOS ANGELES, March 31—The announced plan of the Grocery Manufacturers of America to make this a test market for a program to eliminate misredemption of coupons has apparently come a cropper.

Last week, Paul Willis, GMA president, met with representatives of manufacturers, distributors and retailers to present the plan, which called for newspaper advertising signed by retailers and distributors, and in-store material "acquainting consumers with proper method of coupon redemption."

Typical in-store material would read: "Please present your coupon first. Checkers are permitted to redeem coupons only when product specified is bought."

■ Yesterday, some 50 retailers and their association officials met and decided they could not go along with the proposed program. Sam White, secretary of the Southern California Retail Grocers Assn., told the group his association agreed that misredemption is not proper, but the proposed program is not acceptable.

A committee has been named by the group to meet with a national committee of GMA to work out an acceptable program. Mr. White said that since GMA had not yet been informed of this action, the time or place of meeting is not known. He said it was doubtful if any program for eliminating misredemption practices could be started by June 1, as announced by Paul Willis.

■ Mr. White would not state specific reasons for rejection of the GMA plan, but general retailer reaction can be summarized about as follows: A very substantial majority of retailers are opposed to coupons, although they recognize there is little they can do about them. Almost as many believe the 2¢ they receive for coupon handling is not enough.

There is general agreement that coupons should be standardized to facilitate handling. Instead, they complained, coupons are of all sizes and types, and are redeemed by manufacturers in various ways.

Another area that concerns grocers is that of public reaction. Consumers who have been redeeming coupons for cash, or have applied them against purchases other than the product for which they are given, are likely to resent being called to account. Too, any program to make sure coupons are redeemed only for purchase of the product for which they are given, would increase operating costs in that it would slow check-out time considerably.

Finally, it could well be that grocers here are understandably resentful that the GMA program was formulated and announced without any prior consultation with them. At the time the meeting was held to announce the plan, food trade publications had already on hand a news release announcing the plan as though it were already a program indorsed by the grocers and their association. #

Venango Newspapers Issues New 'Incentive Rate' Card

Venango Newspapers, Oil City, Pa., publisher of the *Oil City Derrick* and the *Franklin News-Herald*, has issued a new rate card which introduces a new plan June 1 enabling national advertisers to earn discounts similar to local advertisers. Starting at 16¢, the incentive rates scale down to 12¢ per line, 3¢ lower than the present 15¢ flat rate.

Zenith, RKO Set to Test Pay TV in Hartford

RKO Buys WHCT for Three-Year Tryout of Zenith's Phonevision

CHICAGO, April 1—Zenith Radio Corp. and RKO General, New York, will conduct a three-year test of pay television in Hartford, Conn.

RKO General has contracted to purchase WHCT, a Hartford uhf station, for the operation, using Zenith's over-the-air Phonevision system.

Joseph S. Wright, president of Zenith, and T. F. O'Neil, president of RKO, said in a joint announcement that this will be "the world's first large-scale operation of subscription television over a broadcast station." (International Telemeter's pay-tv system in Toronto uses wires to the tv homes.)

■ RKO said it will apply within the next few weeks to the Federal Communications Commission for permission to conduct the test. About a year ago (AA, March 30, '59), the FCC set up new rules for tests of subscription tv. These include: Only one market for a test; tests must be confined to markets where at least four tv services are available; no charge can be made for equipment or installation.

RKO said no date for beginning the test operation has been set, but that it would "pursue its application vigorously and begin operations as soon as possible after authorization is received."

The company plans to have WHCT continue broadcasting regular programs during most of the day, with a few hours devoted to pay-tv. Subscribers will be charged a fee for watching "major box office features not shown on regular tv." These will presumably include first-run movies, plays and special events.

"Negotiations are now in progress with a number of major entertainment producers in different fields," Mr. O'Neil said, "but it is too early at this time to reveal details."

■ Zenith's Phonevision system centers around the use of decoder devices attached to tv receivers which unscramble the tv signal. "We will be able to start tooling for production by the time the test authorization is granted," Zenith said, "and should be delivering units in a matter of months thereafter."

Mr. O'Neil said Hartford was chosen because it is "neither too large nor too small, and in many respects is a typical American city.

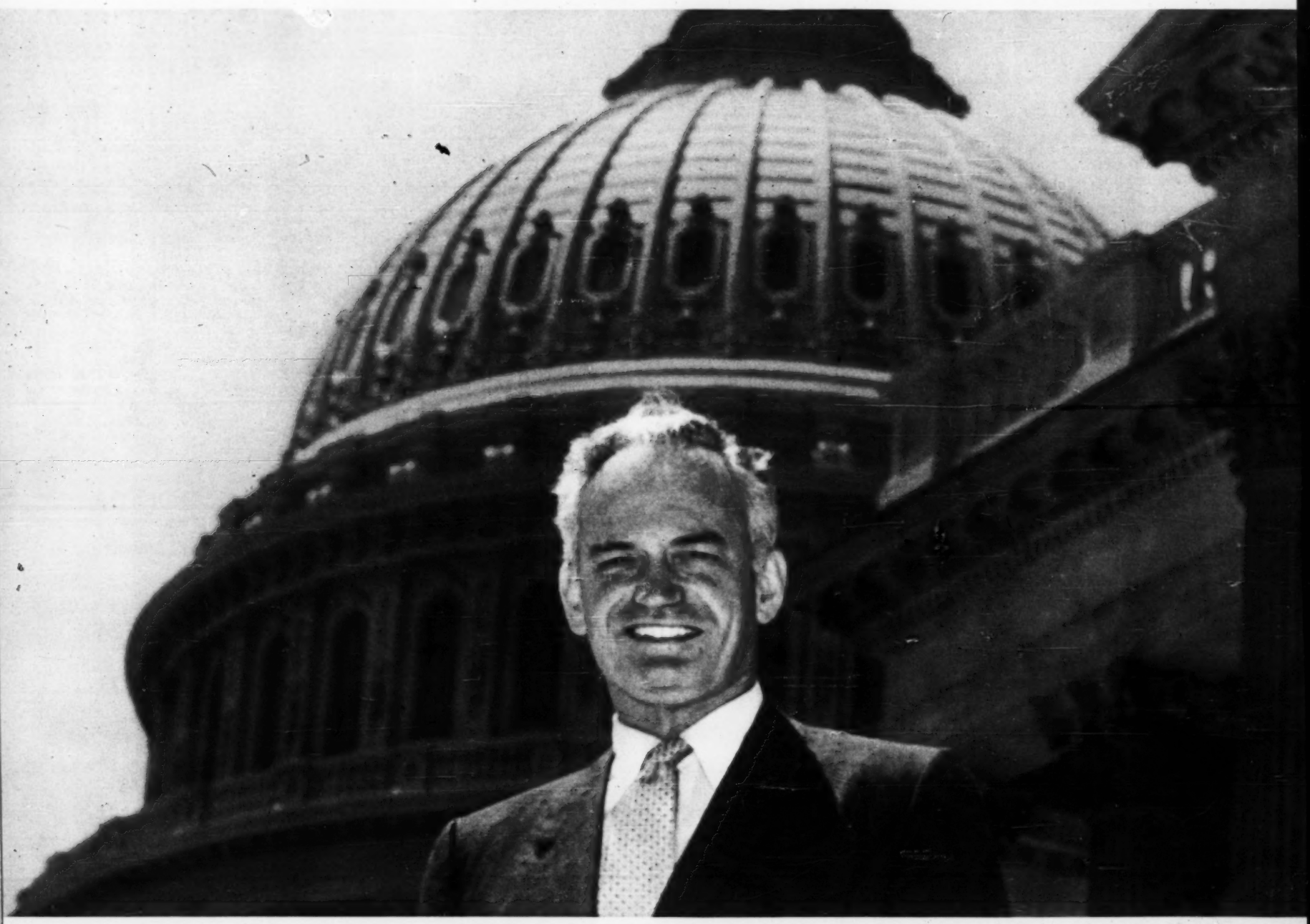
"We believe that this test will demonstrate that Hartford and the nation are ready for a subscription system."

■ WHCT went on the air in January, 1959. "Like many other uhf stations [it] has been operating at a loss," the joint announcement noted. The station was chosen "in an effort to prove that stations not affiliated with networks can operate profitably if they are permitted to engage in subscription broadcasting."

Purchase of the station is subject to FCC approval. Edward D. Taddei will continue as general manager. Purchase price is $150,000. This includes all but fixed assets (building, land, transmitter, etc.) which will be rented to RKO at a rate of $10,000 a year for the first four years and $34,000 a year for the next six years. #

Why are so many important people reading Nation's Business?

(Legislators, for example)



Senator Barry Goldwater (*R. Arizona*)—*who recently put a* NATION'S BUSINESS *article, "Labor in Politics," into the Congressional Record and incorporated its recommendations into an amendment to a bill on political contributions.*

* * *

Legislators—among others—find NATION'S BUSINESS a reasoned, solidly factual presentation of new and useful ideas for businessmen ... of the significance of observable business trends...of case-history solutions to important business problems...of sound business thinking on the affairs of business.

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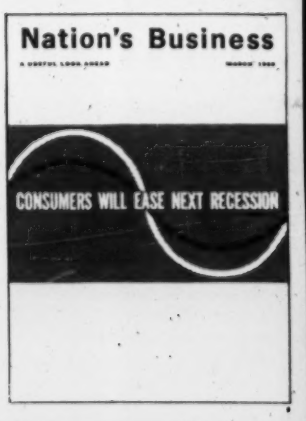


YOU ADVERTISE IN NATION'S BUSINESS...TO SELL MORE OF THE NATION'S BUSINESS

ADVERTISING HEADQUARTERS, 711 THIRD AVENUE, NEW YORK 17, N. Y.

Smith Urges Ad Field: Show More Responsibility

Richards Exec Says Ads Are So Influential They Must Be Improved

BOSTON, March 29—Advertising—in both print and broadcast media—"so permeates our culture that it must be reckoned a major cause of our social behavior patterns and our life attitudes in general—particularly among the younger generation."

That is the opinion of Paul Smith, vice-chairman of the board of Fletcher Richards, Calkins & Holden, New York.

"We worry about the rise of crime," he went on to tell a Boston advertising and art directors luncheon last week. "Yet we flood the airways with violence, gun play, sadism and lynch law.

"We worry about our rising rate of juvenile delinquency. Yet we educate our children 18 hours a day in gangsterism, commercialized sex and anti-parental attitudes. Mom and pop are chumps in nine out of ten tv plays. We worry because our children are growing up too fast, defying authority and drinking and smoking before their time. What should we expect? We made a 'market' of them.

■ "We are concerned about the steady loss of confidence in advertising and the public's growing cynicism. Yet the avalanche of blatant claims, the animated trips through the alimentary canal, the vulgarity, the half-truths continue to pour into our living rooms unabated."

Nevertheless, Mr. Smith said, he feels that the "good" in advertising far outweighs the "bad." He said the good "has been a powerful force in education and can be made much more so. It has had profound effect on our national taste in music, drama and literature. New beauty has come out of our mass production."

He blamed the "irresponsibility of a few practitioners" of advertising "who choose to make a short-term profit at the expense of public confidence, and who are willing to violate canons of taste and decency, simply because it pays to do so."

■ Mr. Smith asserted that advertising "has done more for honesty in business than all of the regulatory laws and reforms put together, because advertising has made possible the mass sale of products at modest profit.

"The first sale is virtually a self-liquidating sample," he said. "You are sitting here in Boston, selling a product in a Seattle retail store that you've never seen, to an unknown customer. For the system to persist, there must be mutual trust. And that is based on honest advertising, backed up by an honest product."

Mr. Smith urged advertising to "step up to its responsibilities and assume the leadership that its importance demands."

He added, "The most serious problem would seem to be in the area of bad manners, poor taste, exaggerated claims and the blatant self-interest which undermines confidence, not only in advertising, but in all business as well." #

Gardner Displays to Reuter

Gardner Displays, Pittsburgh, has appointed Reuter & Bragdon as its general advertising and public relations counsel. Vic Maitland & Associates is the previous agency of record.

Scott's Five-Page 'Post' Spectacular Stresses Toweling

CHESTER, PA., March 29—A five-page "spectacular" ad which will contain an actual insert of toweling similar to a new ScotTowel, which "can be used like cloth," has been scheduled for the April 23 issue of *The Saturday Evening Post* by the Scott Paper Co.

Referred to by Scott as the largest insert of its kind ever prepared for the pages of a national magazine, the insert will include the toweling sample as a tip-on. The section is part of Scott's $1,000,000 *Post* campaign for 1960. The five-page ad also will be the largest ever run by a paper producer in a national periodical.

It took three railroad box cars to tote the equivalent of 86,400 rolls of pink towels from the company's plant here, just slightly over six miles to the *Post's* printing plant in Sharon Hill, Pa. The *Post* ads will use 1,533 miles of toweling.

■ The ad will appear exclusively in the *Post* and will be carried in the full press run of 6,300,000. In addition to the spread covering the new towel, the five-page spectacular will include a Scott all-products corporate ad on two additional pages. The fifth page is devoted to ScotTowel holders in eight different colors, including two new ones, mist green and colonial black. The first four pages are in b&w. The last is a four-color bleed page.

The insert is designed to demonstrate the color, softness, absorbency of ScotTowels. Each piece of inserted toweling can be easily removed for sampling by the reader.

Harrison F. Dunning, Scott vp in charge of marketing, said the *Post* spectacular is designed not only to promote the company and its products, but also to increase public awareness of the contributions to better living made by the entire paper products industry.

■ The balance of the 1960 campaign will feature Scott Family Napkins and Scotkins, Cut-Rite waxed paper and sandwich bags, Scotties facial tissues and three bathroom tissues.

Scott also has scheduled all-products ads in the *New York Times Magazine* and *Sunset Magazine*, as well as the *Post*.

J. Walter Thompson Co. handles consumer advertising for Scott. #

A. F. Smith, Robert Stime Boosted by A. O. Smith

A. F. (Pat) Smith, director of merchandising of A. O. Smith Corp., Milwaukee, has been named to head the company's marketing division as director of marketing.

A. F. Smith Robert Stime

Mr. Smith succeeds Stanley E. Wolkenheim, who has resigned. Robert Stime, who has been assistant director of merchandising, has been appointed to Mr. Smith's former job as director of merchandising.

Skasol Names Hartogensis

Skasol Corp., Webster Groves, Mo., manufacturer of chemical cleaning agents, has appointed Hartogensis Advertising Co., St. Louis, to handle its advertising and public relations.

JUST INVENTED!
The first paper towels you can use like cloth—
anywhere!
New ScotTowels
Notice the thirsty puff's
Feel the gentle softness
Just like using cloth – New Super-Absorbent ScotTowels

SOFT, THICK PUFFS—*This is the second spread in the Scott Paper Co. five-page insert in the April 23 issue of The Saturday Evening Post.*

You Ought to Know .. C. R. McCollough

The 38th annual convention of National Assn. of Broadcasters will be a major milestone in the long and active career of Clair R. McCollough, president and general manager of the Steinman stations, headquartered in Lancaster, Pa.

Clair R. McCollough

The industry's biggest meeting of the year will find the always bustling Mr. McCollough even busier than usual. At the Chicago conclave (*see story on Page 1*) this pioneer broadcaster-telecaster will (1) deliver the keynote address; (2) accept the association's 1960 distinguished service award; (3) moderate the FCC's panel discussion; (4) preside at the Television Information Office session and (5) preside at the NAB business meeting.

Mr. McCollough, who was born within 20 miles of where he now lives, in Lancaster, attended Pennsylvania State Teachers College. In 1929 he left the advertising side of the newspaper business to enter broadcasting. As Clair recalls laughingly, he "came in at the top," as manager of WGAL, Lancaster, at a time when radio was so new that nobody knew anything much about it.

■ From time to time, in the early years, he left the headquarters city of the Steinman group on brief assignments to various cities in Delaware and Pennsylvania to open new stations for the group.

In March, 1949, he joined a band of hardy pioneers when WGAL-TV started telecasting—the 108th tv station in the U. S. Two other stations in his group went on the air shortly thereafter. He has had his present title with the stations since the early 1930s.

As he grew up with the industry, Mr. McCollough has been a key figure in many of its most important activities. The list of radio-tv, civic and government committees, commissions and boards on which he has served is a most impressive one. When a new project is being launched by broadcasters, he usually is very much in evidence.

He served on committees that brought into being the tv code, the Radio Advertising Bureau, the Television Bureau of Advertising and the Television Information Office—to mention just a few.

■ Some of Mr. McCollough's current assignments include (1) heading the three-man policy committee that is directing the affairs of the NAB until a successor is named to the presidency; (2) serving as ex officio member of the nominating committee to select a man to fill the vacancy created by the death of Harold Fellows; (3) serving as chairman of TIO; (4) being a member of the TvB board and of the tv board of NAB.

When asked if all this left him any time at home, Mr. McCollough suggested that the question should be put to his wife. The McColloughs have one daughter, Constance, who has the same inclinations as her father when it comes to a career. She is in the promotion department at WGAL-TV.

For relaxation Mr. McCollough likes to fish, hunt or play golf "whenever I get the chance." And he spends some time in the radio and tv audience, "because I like it," and not just because of the business necessity.

Charles J. Clifford, Agency Co-Founder, Is Dead at 59

GREENWICH, March 30—Charles E. J. Clifford, 59, creative director and vice-chairman of Kastor, Hilton, Chesley, Clifford & Atherton, died yesterday of carbon monoxide poisoning at his home. According to Greenwich police he was found in his car in his garage.

After serving with Benton & Bowles, where he was a vp from 1941 to 1945, Mr. Clifford was a founder of Kastor, Farrell, Chesley & Clifford in 1945. Exec vp of the agency, he was named president in 1957 and vice-chairman in 1958, when the agency merged with Hilton & Riggio to form Kastor, Hilton, Chesley & Clifford. Last year it absorbed Atherton & Currier.

Born in Lawrence, Mass., Mr. Clifford attended Harvard University and Georgetown University, where he majored in English and was graduated in 1924. He served with H. W. Kastor & Sons and Brown & Tarcher prior to joining Benton & Bowles in 1941.

■ Since that time he had orginated "I'm from Milwaukee and I oughta know" for Blatz beer and "Clear heads call for Calvert." He also directed the Welch grape juice "stay slender" campaign.

He had handled such accounts as Coty, Houbigant, General Foods, Procter & Gamble, Schenley and CBS. During World War II he received an award from the Department of Agriculture for his poster in the "Food fights for freedom" program.

William S. Chesley, chairman of the executive committee of Kastor, Hilton, recalled today that when he was at Young & Rubicam and Mr. Clifford was at Benton & Bowles, General Foods "always picked Charlie's copy" when the two agencies were working together on the GF account. "He used to beat our brains out," Mr. Chesley said. #

Use Filters, Inhale Less to Cut Cancer Risk, Doctors Urge

NEW YORK, March 31—Smokers should use "filter cigarets with the lowest yield of smoke condensate," according to two physicians who have issued a report containing "practical suggestions that should lead toward reducing the risk" of lung cancer.

The report also suggested "avoidance of smoking the cigaret to the butt since there is significantly more smoke condensate in the latter part of the cigaret and not inhaling deeply since such a practice leads to much greater smoke condensate by the lungs."

■ The report is co-authored by Dr. Ernest L. Wynder, associate professor of preventive medicine at the Sloan-Kettering division of Cornell University's medical college and head of the epidemiology section, division of preventive medicine, Sloan-Kettering Institute, and Dr. Dietrich Hoffmann, visiting research associate, epidemiology section, division of preventive medicine of the institute. The report appeared in the March 17 *New England Journal of Medicine*.

■ The report is based on a laboratory study of smoke condensate and nicotine per cigaret for "the ten leading American cigaret brands" and on interviews of 304 male smokers over 40.

It says that "laboratory data show that as one increases the amount of condensate given to an animal the tumor yield increases."

Four non-filter brands—Chesterfield, Pall Mall, Camel, and Lucky Strike—and six filter brands—Salem, Winston, Viceroy, L&M, Marlboro and Kent—were studied.

The non-filter brands were found to have more smoke condensate and more nicotine per cigaret than the filter brands.

■ The following are the smoke condensate and nicotine, respectively, per cigaret in milligrams for the ten brands:

Chesterfield, 39.8 and 2.66; Pall Mall, 35.1 and 2.42; Camel, 30.2 and 2.04; Lucky Strike, 28.6 and 1.87; Salem, 26.0 and 1.86; Winston, 23.0 and 1.70; Viceroy, 21.4 and 1.29; L&M 21.3 and 1.37; Marlboro, 20.3 and 1.32, and Kent 17.7 and 1.04. #

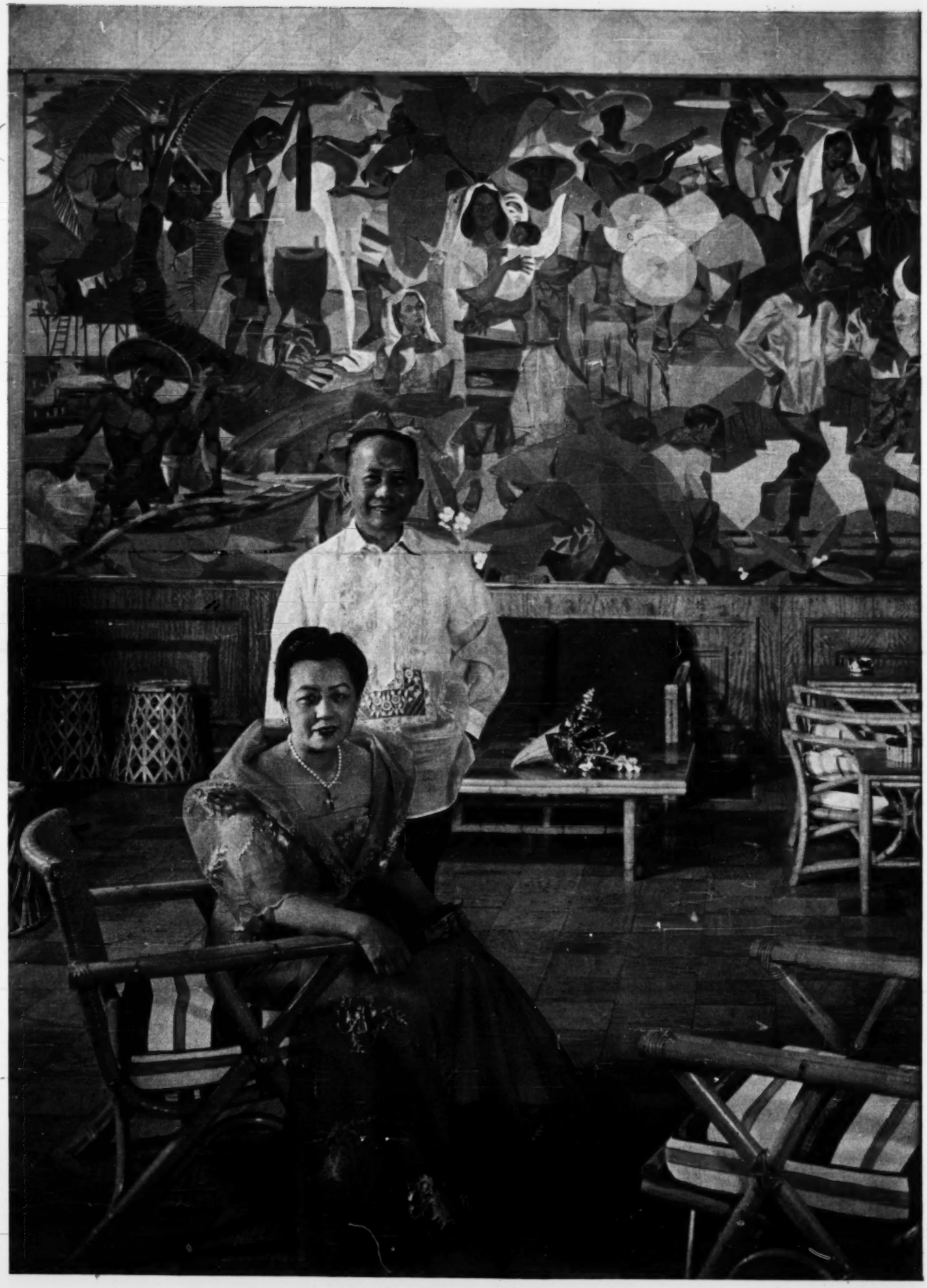
'Newark Ledger' Sues 3 Unions for 'Fight Newhouse' Acts

NEWARK, March 29—Newark Morning Ledger Co. filed a civil suit in federal court here last week, seeking $6,000,000 in damages and injunctive relief from six unions which allegedly organized a "fight Newhouse" committee in support of a craft union strike against the *Portland Oregonian*.

The complaint further alleged that the unions—and 16 individuals named in the suit—conspired to pursue "retaliatory measures" against the *Newark Star-Ledger*, the *Sunday Ledger* and other dailies controlled by S. I. Newhouse.

The complaint sought $1,000,000 in compensatory damages and $5,000,000 in punitive damages against the "defendants jointly and severally." It alleged that a committee was to carry out slow-downs and work stoppages in violation of collective bargaining agreements.

■ Among defendants named were Newark Typographical Union 103, Newark Newspaper Pressman's Union 8, and Newark Photo Engravers Union 28 and several individuals connected with the unions. #



Embassy of the Philippines

His Excellency General Carlos P. Romulo, Ambassador to the United States from the Philippines and Mrs. Romulo in the Philippine Room of the Embassy . . . another in the WTOP-TV series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D.C.
REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division: WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.

IF YOU BUY ART AND TYPE

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A41, 19 W. 44th Street, New York 36, N. Y.

Sindlinger Now Measures Activity in Used Car Field

Sindlinger & Co., Ridley Park, Pa., has added a new monthly service—reports on used car sales and plans to buy used cars. This is the tenth in its automotive series; Sindlinger said it is using a sample of 20,000 interviews per month.

The January report showed 536,000 used car purchases during the month, of which 25% were bought privately, 32% were from used car dealers and 43% from new car dealers.

Auerbach Names Two A.E.s

Edward R. Rader, formerly with Herschel Z. Deutsch & Co., and before that head of his own agency, and Frederick C. John, formerly merchandising director of Mautner Agency, Milwaukee, have joined Alfred Auerbach Associates, New York, as account executives.

You get Sales Action
every morning in Cleveland

Take a half million Greater Cleveland families with a respectable $7,381 spendable income. Add 26 adjacent counties a stone's throw from Euclid Avenue and you have retail sales of nearly 4 billion dollars—and *that's* larger than the retail sales of any one of 35 *entire* states. So—if your sales of goods or services in the Cleveland market do not exceed those of 35 states—WRITE—WIRE OR PHONE—

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,183,389	$1,816,558	$3,999,947
Retail Food Sales	580,592	479,486	1,060,078
Retail Drug Sales	85,464	51,380	136,844
Automotive	353,778	337,921	691,699
Gas Stations	145,825	165,980	311,805
Furniture, Household Appliances	113,896	91,658	205,554

(Source, Sales Management Survey of Buying Power, May 10, 1959)

***Akron, Canton and Youngstown Counties are not included in above sales**

Whatever **you sell in Greater Cleveland you'll sell more of it in The Plain Dealer**

Apple Ads Aim to Offset Easterners' New Storage System

WENATCHEE, WASH., March 29—A concentrated springtime promotion for winesap apples is under way in 102 markets, using 135 radio and tv stations, with copy concentrated on suggestions of various ways to use the apples.

New point of purchase material on cooked apple dishes is keyed to the theme, "Winesap apples from Washington state make good things better."

■ Promotion, via the food store division of Cole & Weber, Seattle, the apple commission's agency, is placed on a spot basis, timed to support local retail promotions. Approximately $128,000 is being put into this drive.

The reason underlying the promotion is greater competition from eastern storage apples, stored with the aid of "controlled atmosphere." In this operation the atmosphere in which the apples are stored is controlled to prolong the storage season and the freshness of fruit. Such fruit then is marketed in competition with Washington winesaps, which are excellent keepers and have their best market in the spring.

Just before the winesap promotion, the Washington State Apple Commission completed its first promotion, largely on a test basis, for golden delicious apples, a variety coming to market in increasing quantities.

■ Stocks of golden delicious at the end of the harvest season were more than twice as large as a year ago, with a total of 1,335 carloads in storage. By Jan. 1, stocks had been reduced to 806 carloads, but were still almost twice as great as a year earlier, and the commission ordered a test promotion using newspapers in 15 cities.

The commission's dealer service staff worked with merchants, urging tie-in promotion of golden delicious in food-page advertising and suggested also a small reduction in price to increase sales appeal. Because the golden delicious is still a relatively new variety in many markets, demonstrators were used in some stores to show customers various uses.

The promotion took hold, and by March 1 the number of carloads in storage had been reduced to 259, only 14 cars more than a year earlier. One Los Angeles chain alone sold six carloads in a week, the commission's March meeting was told.

■ "We can expect more and more golden delicious from here out," Joe Brownlow, merchandising director of the commission, said. "We'll be ready. If we get a fairly large golden crop this coming season, we may start our promotion Nov. 1." #

Anken Chemical Buys Remington Photocopy Unit

Remington Rand has sold its photocopy business to Anken Chemical & Film Corp., Newton, N. J., for $3,000,000. Involved in the deal are Remington Rand's transfer paper plants at Newton and at Williamston, Mass., plus all physical assets, inventory and existing patents.

Gardner Advertising Co., which has handled the $200,000 photocopy ad account for Remington Rand, said it expects to continue on the business "at least for the moment."

Both Sides in Pay TV Hassle Mislead: Horton

Fund for Republic Report Urges Probe by Congress Committee

NEW YORK, March 29—Commissioned by the Fund for the Republic to look into pay tv, former Washington correspondent Robert W. Horton has decided that what is needed is a special Senate-House joint committee.

Mr. Horton's report asserted that the debate of the pay tv issue has become "so confused that an intelligent judgment has been made almost impossible for millions of set owners and for the FCC itself."

He blamed the opponents—that is the tv industry and the motion picture theater owners—and the proponents, the would-be pay tv operators—with having misrepresented and obscured the real issues in the controversy.

Asserting that an "effective prescription requires a thorough appraisal of existing attitudes and practices in sponsored tv," the writer then raised these questions:

"Are they consistent with the basic requirements of the law? Is the law consistent with the needs of broadcasting in both its private and public characters? Is the existing law being administered competently? Would the introduction of pay tv require any change in the basic philosophy of broadcasting?

■ "And, finally, should the FCC be abolished? Should it be replaced by an agency responsible only for granting licenses, their renewal and transfer, as well as for regulating the licensees' and networks' performance?"

Mr. Horton said, "Only Congress is competent to answer these questions. Should it undertake to do so, the logical instrument would be a special Senate-House joint committee."

■ Among the points that Mr. Horton said have been clouded in the debate:

• **Amount of time to be devoted to pay tv fare.** When applications were to be received from participating stations, "the least discussed, but one of the most important, requirements directed participating stations to continue providing 'the required minimum hours of free tv program service apart from the time given to fee operation.' The record shows that this requirement was virtually suppressed by the anti-pay tv forces, so that most viewers exposed to the propaganda that was disseminated could only conclude that unless they paid, their sets would be 'blacked out.' "

• **The question of advertising and fees.** "They [the proponents] have handled the matter of fees in vague and contradictory terms and have made no comprehensive or concerted effort to produce realistic estimates of what the public might expect. They have been evasive on the question of advertising to a point where it could almost be assumed that they were taking it for granted. The fact is, of course, that arguments seeking to justify commercials on pay tv could convince only their immediate beneficiaries."

Mr. Horton's 12-page report was released by the Fund for the Republic's center for the study of democratic institutions. Copies may be obtained from the center's New York or Santa Barbara office. #

Sindlinger Offers Survey on Used Car Buying Plans

A detailed analysis of the used-car industry is now being published monthly by Sindlinger & Co., Ridley Park, Pa., business analyst. The survey includes used car purchases, buying plans, and characteristics of households in which a used car purchase is contemplated.

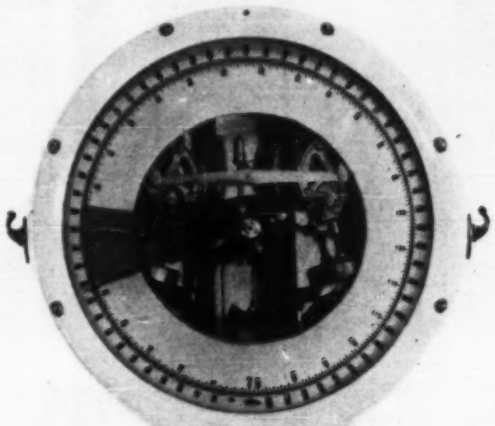
Anti-Trust Suit Hits Crane

The Federal Trade Commission has filed a complaint against Crane Co., Chicago, plumbing and heating equipment manufacturer, charging that Crane violated anti-trust laws in acquiring all or part of five competitors in the last two years. Crane, which has 30 days to answer the complaint, said it was "amazed and surprised" by the FTC's action.

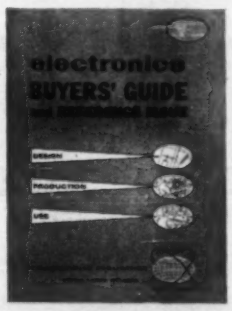
Distributor Names MARC

Shoemaker Bros. Distributors, Pittsburgh, distributor of General Electric heating and air conditioning units in western Pennsylvania, has named MARC & Co., Pittsburgh, as its agency.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly—St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886—70 Continuous Years



42% HEAVIER IN ADVERTISER CONFIDENCE!



Advertisers, being practical, like things that work! That's why the **electronics** BUYERS' GUIDE and Reference Issue has 42% more advertisers than the nearest competition. With the "GUIDE" advertisers reach more of the right people . . . readers get a correspondingly bigger choice of products and services to select from. Clear evidence that the "GUIDE" carries the most weight in advertiser confidence and acceptance.

Exclusive! 64-page Reference Section that gives buyers basic market, materials, and design data that buyers refer to again and again. The only directory in the field that contains this valuable reference data, Accurate, authoritative, easy to read. 9.62

electronics Buyers' Guide and Reference Issue
THE ELECTRONICS MAN'S BASIC BUYING BOOK
A McGRAW-HILL PUBLICATION
330 West 42nd St., New York 36, N. Y. ABP ABC

1960 Issue Closing Dates: Published July 20; Complete Plates May 1

EIGHT SOUND NEWSWEEK

in newsweekly advertising

1 **NEWSWEEK HAS A TOTAL AUDIENCE OF ALMOST 7 MILLION READERS** and delivers more readers per dollar than any other newsweekly.

		READERS/DOLLAR
NEWSWEEK	6,962,000	971
TIME	8,144,000	616
U. S. NEWS & World Report	4,585,000	767

2 **NEWSWEEK DELIVERS, PER DOLLAR, MORE MALE OFFICIALS, PROPRIETORS, MANAGERS, PLUS PROFESSIONAL, TECHNICAL AND KINDRED,** than any other newsweekly.

		READERS/DOLLAR
NEWSWEEK	1,847,000	258
TIME	1,855,000	140
U. S. NEWS & World Report	1,368,000	229

3 **NEWSWEEK DELIVERS MORE READERS PER DOLLAR IN HOUSEHOLDS HAVING INCOMES OVER $10,000.**

		READERS/DOLLAR
NEWSWEEK	966,000	135
TIME	1,153,000	87
U. S. NEWS & World Report	685,000	115

4 **NEWSWEEK HAS MORE READERS PER DOLLAR IN THE 25-54 AGE GROUP.**

		READERS/DOLLAR
NEWSWEEK	4,920,000	686
TIME	5,363,000	406
U. S. NEWS & World Report	2,946,000	493

NOTE. All the audience figures above are from the report entitled "The Characteristics of The Reading Audiences of Newsweek, Time and U. S. News & World Report," by Sindlinger & Co., Inc., Independent Business Analysts. This is a special tabulation of unsponsored data in the syndicated "Magazine Activity" report.

REASONS WHY IS FIRST

pages and page gains.

5 **NEWSWEEK's UNIQUE EDITORIAL SERVICE ATTRACTS THE REALLY DECISIVE PEOPLE.**

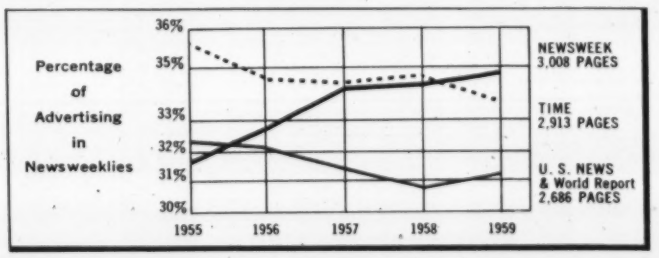
Many of the facts in the Sindlinger Report, excerpts of which are shown above, have attracted the attention of the advertising world. But they are what you'd expect when you consider the editorial policy that makes Newsweek truly different:

- Newsweek is *complete*—covering all 28 major fields of interest to the well-rounded person.
- Newsweek is *objective*, read by decisive people who make their own judgments, based on facts.
- Newsweek is *authoritative* . . . the *only* magazine that gives readers such unique editorial features as the Quarterly Survey of Capital Appropriations; Continuing Survey of Consumer Buying Plans; the "Periscope," revealing the news behind the news; "The Listening Post," keeping a sharp ear to the ground on political affairs; "Space and the Atom"; "Spotlight on Business," spotting and reviewing business trends.

6 **NEWSWEEK's PRE-SELECTIVE CIRCULATION POLICY ALSO ATTRACTS THE DECISIVE PEOPLE.**

Newsweek's pinpoint selection of circulation mailing lists has actually *increased* the quality of the Newsweek audience as its circulation has grown. The result is indicated in points 2, 3 and 4.

7 **NEWSWEEK LEADS ITS FIELD IN ADVERTISING GROWTH.**



8 **MORE OF THE TOP 50 CORPORATE CAMPAIGNS APPEAR IN NEWSWEEK** than in any other newsweekly.

And Newsweek carries more pages of advertising from these 50 campaigns than any other news magazine.

The world-wide newsweekly for communicative people

The Editorial Viewpoint . . .

Television Troubles Aren't Over

If there is anyone in broadcasting or advertising, which we doubt, who believes that broadcasters' and advertisers' troubles in this area are lessening, a few minutes spent listening to the speeches at the White House conference on children and youth would quickly disabuse them.

For example, Eva H. Grant, editor of the National Parent-Teacher Assn. magazine, boldly "dares the networks to have a national survey conducted by a reliable research agency on what people want to see." Miss Grant implies, if that is the word, that all previous and current surveys of listening habits are unreliable or worse, and that the honest-to-goodness survey she wants conducted will prove that "Americans aren't as moronic as the television networks think."

In line with her conviction that things could and should be better, Miss Grant also said: "Children's programs, with few exceptions, are at worst stupid and offensive; at best inane and artless . . . What we need are more [good] programs and none of those spawned by people whose polluted hallucinations make one think they must consciously or unconsciously hate children."

Now, we don't necessarily disagree with Miss Grant's assessment of program levels, and we're no particular authority on children's programs, in particular. But we think the implication that Miss Grant —and so many people like her—get across is that tv is "at worst stupid and offensive; at best inane and artless."

What we're talking about is the general assumption by Miss Grant and others that there is some kind of conspiracy indulged in by broadcasters and advertisers to degrade the public taste, the while the public kicks and rears vigorously but ineffectively, against the anti-intellectual conspiracy in which all broadcasters and all advertisers so gleefully join hands.

Maybe at its meetings this week the National Assn. of Broadcasters can dispose of all the prior problems facing it and then give some attention to making one small change in its public image: To convince more people, and especially more vocal people, that neither broadcasters nor advertisers have any interest whatever in forcing low-grade shows down the public's gullet; that the general objective, whether noble or not, is to give the public what it wants; and that the public can have any kind of fare it wants, as long as it wants it badly enough and in sufficient quantities.

Handling Competing Accounts

The development within the McCann-Erickson complex of satellite organizations performing special functions, and especially of a satellite "independent" agency, is one of the most interesting and important developments of recent years.

Some time ago, when McCann took over Marschalk & Pratt and decided to operate it independently instead of merging it into McCann, we commented on the fact that this development might indicate a serious effort to overcome the greatest single problem of the large agency—the inability to serve competing accounts.

Now, with McCann-Erickson directing advertising for Humble Oil and its parent company, Standard of New Jersey, and with Humble invading the state of Ohio with its marketing, the issue is no longer a theoretical one, but an actual one. Because McCann-Erickson has handled Standard Oil of Ohio for a great many years and then transferred it to the McCann-Marschalk fold by the process of switching its Cleveland office from the parent company to the subsidiary.

Last week Advertising Age reported that both Humble and Sohio would probably stay put in their respective McCann compartments, despite the fact that the two will be directly competitive.

If this state of affairs should continue, the lesson cannot fail to become clear to other agencies, and we can expect to see a wave of subsidiary establishments set up by major agencies. For agencies of large size, the problem of inability to handle competing accounts is an almost insoluble one; it is common to hear of agencies which, for this reason alone, must turn down as many as nine out of ten invitations to discuss new business. If McCann has found the solution in satellite "independent" agencies, others can be expected to go down the same path.

There's Some Hope for Us

While we're all deploring the sad state of American advertising, it is comforting to realize how much better it is than any other kind. For example, no American baker of breadsticks could get away with this message, which a Roman baker prints on his glassine packages:

"My practice of business and the declarations of my customers confirm that the 'Grissino of Centenary,' treated with Viteurone, is a highly nutritious food of easy digestibility . . . it is recommended for sporters and children.

"Particularly in the cure of falling away and for all dispeptics is advisable the integration of the habitual diet with this type of highly energetic grissino."

Gladys the beautiful receptionist

—Paul H. Dyal, House of Dyal, New York.

"They thought he was an agency finalist—tried to get him to answer the list of 91 questions on agency principles, until he managed to whisper that all he wanted was the key to the men's room."

What They're Saying . . .

Knowing Ad Critics

While much that the critics of advertising have to say about it should be taken very literally and seriously, some must be taken with a grain of salt and in turn be subjected to critical analysis. As an example, one of the more frequent criticisms leveled against advertising and admen is the fact that they "*make*" people want what they don't "want" and buy what they don't "need."

First of all, it must be recognized that in our Protestant Ethic culture there is the deeply ingrained *belief* that it is morally wrong to have or want too much in the way of "earthly," material things because this somehow works against, and is destructive of, spiritual and intellectual values. While any objective substantiation of this belief has yet to be offered, it is a widely and deeply held one. Advertising which is aimed at encouraging people to want more, of course, runs counter to this belief.

Of equal relevance is the rather *literal-minded* belief in "free will" and the high, if somewhat illusionary, valuation placed on personal autonomy and independence of mind and behavior in our culture. In short, people in our culture tend to believe that people ought to make up their own minds free of "outside influences." People who are "influenced" by others tend to be conceived of as "weak." Men are particularly prone to subscribe to this rather naive fallacy . . . Actually, what the critics are saying is, "It is not that I am 'weak' and self-indulgent in wanting and buying all of these things that I do not 'need,' but that you are too powerful and 'force' me to be self-indulgent and 'bad' against my 'will.'

——People, Advertising and Marketing, bi-monthly bulletin of John Kisher, New York marketing consultant.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Dodge has been improving its sales record with Grant Advertising, and so the account was switched.

Such are the hazards of the agency business in the automotive capital.

•

"Martin Revson sues brother on exit pact 'fraud,'" the headline says.

Blood is thicker than water, but perhaps it can be thinned somewhat by cosmetics.

•

CBS plans some programs frankly reviewing the performance of the press.

Publishers know what sells newspapers, just as broadcasters know what kind of programs produce the high ratings.

•

"Maybe Eddie needed Elizabeth more than me," Debbie Reynolds is quoted in an *SEP* article as saying to Pete Martin.

There's such a thing as being just too sweet about it.

•

The *Minneapolis Star and Tribune* issues Press Club cards to distinguished men who started their careers as newspaper carriers.

Those who arose in the cold gray dawn to deliver papers before breakfast deserve special awards.

•

William E. Mitchell Jr., of NADA, talks about "the same old perennial offenders" among automobile dealers who "continue their disruptive and confidence destroying advertising practices."

Wonder if the factories know who they are.

•

"Editor, not space salesman, should be publisher: Marsteller."

Just as the most brilliant creative men should head advertising agencies.

•

Pitney-Bowes published a tabulation showing parallel increases in sales, profits and advertising expenditures over a 15-year period.

Company treasurers appreciate cash demonstrations like this.

•

"Poorer shows cause dip in viewing in summer," Roslow says.

What summer tv needs obviously is more Stan Freberg commercials.

•

Fragrance Process Co. added a subtle aroma with a grape-scented insert in a recent issue of AA.

That ought to prove to any doubting Thomas that an advertiser can really send a billet doux to his best girl prospect.

•

Reader's Digest celebrated the fifth anniversary of its acceptance of advertising with 85 pages of paid space in its April issue.

Pretty soon people will start asking each other, "Can you remember 'way back when the *Digest* didn't carry advertising?"

•

After signing belatedly his contract to play for the Yankees this season, Mickey Mantle started running true to form: The swelling was transferred to his knee.

COPY CUB.

more
readers
in
the
booming
blooming suburbs...

The suburbs account for the biggest share of Delaware Valley's sales . . . 65% of the automotive, 75% of the lumber and building supplies, 61% of the food store sales. And it's in the busy-buying suburbs that The Daily Inquirer reaches 30% more adult readers than the major evening newspaper!*

*Source: *"Philadelphia Newspaper Analysis" by Sindlinger & Company Inc. Highlights available on request.*

So, if you want to *sell* more where they're buying more—put your advertising in The Inquirer!

The Philadelphia Inquirer

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

TO CALL
POLICE
USE THIS
PHONE
OUT OF
ORDER

The story broke early in January with indications of blatant corruption in the Chicago Police Department. First to be undone: a group of patrolmen accused of sponsoring their own thief. Expose followed expose, flushing dishonest policemen and irresponsible higher-ups. All newspapers and radio and television stations in Chicago duly reported these developments.

WNBQ Television and WMAQ Radio, Chicago's NBC stations, went further. Shortly after the first shocking discovery, the stations' "City Desk" programs devoted their full energies to a penetrating examination of the scandal's cause and effect. Every week since, these Sunday programs have continued the search by interviewing law enforcement authorities and persons directly concerned with the issues.

"Shadow On Our City," a WNBQ documentary series, scheduled in prime time, focused on the political use the scandal has been put to and developed some stunning revelations and startling conclusions. Regular newscasts continued to provide valuable insight that helped Chicago's citizens take intelligent action to meet the situation.

The Chicago Daily News' appraisal of these efforts typifies critical response: "WNBQ has put its TV competition to shame with its special coverage of the police scandal. WNBQ has performed a vital, responsible public service."

Chicagoans now can look forward to a completely reorganized police department . . . and a happier, healthier community. And WNBQ and WMAQ can look with pride upon a bright new chapter in a long history of public service programming.

WNBQ / WMAQ
CHANNEL 5 — 670 ON THE DIAL
NBC OWNED STATIONS IN CHICAGO

Select your own gauge:

DEPARTMENT STORE ADVERTISING? IN 1959, THE **NEW YORK WORLD-TELEGRAM** WAS A STRONG **FIRST** WEEKDAYS, 2.1 MILLION LINES AHEAD OF THE 2ND EVENING NEWSPAPER, AND WITH THE GREATEST GAIN! LEADING MERCHANTS MAKE IT **ADVERTISERS' CHOICE IN THE EVENING FIELD.**

Information for Advertisers

A 35-page fact book, "Questions & Answers About Video Tape Commercials," containing answers to tv tape questions in non-technical language, has been published by **NTA Telestudios.** Additional information is available from NTA Telestudios, Coliseum Tower, 10 Columbus Circle, New York 19.

• "Picture of the Detroit Market, 1960," a comprehensive statistical study of the metropolitan Detroit market, has been prepared by the **Detroit News.** Additional information about the report which provides data on population growth, origins, housing, labor force and family income, may be obtained from the *News*, Detroit 31.

• A 16-page booklet describing how **National Family Opinion** conducts family market research by mail through cooperation of 70,000 nationally representative families, plus giving an itemization of survey experience in fields of general product development, market potential, consumer knowledge and attitude and distribution research is available from National Family Opinion, 711 S. St. Clair St., Toledo.

• A 45-page "Study of Male & Female Influence on Cigar Smoking" is available from **Fawcett Publications Inc.,** 67 W. 44th St., New York 36.

• **Yuste Publicidad** has published in Spanish a compilation of data on media costs and coverage in Argentina. Additional information on the study is available from Roberto C. Presas, Yuste Publicidad, Bolivar 569, Buenos Aires.

• A market survey on Saskatchewan has been published by **Trade & Commerce.** Additional information may be obtained from *Trade & Commerce*, 365 Bannatyne Ave., Winnipeg 2, Man.

• Copies of a new automotive study on "The Impact of the Compact" are available from **Television Advertising Representatives,** 666 Fifth Ave., New York 19.

• A comprehensive study, serving both as a market and tv station guide for the Quad-Cities (Rock Island, Moline, East Moline and Davenport), has been published by Avery-Knodel for **WHBF-TV,** Rock Island, Ill. Additional information is available from Ed Lawson, Avery-Knodel, 720 Fifth Ave., New York 19.

• **National Audio-Visual Assn.** has published the sixth edition of "The Audio-Visual Equipment Directory," which contains photographs and descriptions of more than 600 different models of all types of audio-visual equipment. Copies of the directory are available at $4.75 per copy ($4.25 if payment accompanies order) from National Audio-Visual Assn., Fairfax, Va.

• **Wallace Publishing Co.** has available market and media data folders on "Plant Management, 1959-1960"; "Packaging Progress, 1959-1960"; "Office Administration, 1959-1960"; "Revue-Moteur, 1959-1960"; and "Product Design & Engineering." Additional information is available from George Keefe, promotion manager, Wallace Publishing Co. Ltd., 146 Bates Rd., Montreal 26.

• A 32-page illustrated booklet describing some of the uses, characteristics and applications of Texoprint plastic printing paper has been published by **Kimberly-Clark Corp.,** Neenah, Wis., and is available from merchants of Kimberly-Clark printing papers.

• A region-by-region guide enumerating qualitative market characteristics, designed primarily for the food and drug spot advertiser, has been published by **Avery-Knodel Inc.** Additional information is available from Ed Lawson, Avery-Knodel Inc., 720 Fifth Ave., New York 19.

• "Beer & Ale," tenth annual survey of beverage distributors and retail licensees in Philadelphia, has been published by the **Philadelphia Inquirer.** Copies of the survey are available from *Inquirer* advertising representatives or from the newspaper. #

sell it
with music...

on RCA Custom premium records!

Tallyho! When the hunt is on for profits, RCA-produced premium records put you right on the scent of big and little quarry.

If you're selling oil wells or ink wells . . . to tycoons or teen-agers . . . our custom-picked music, by big name RCA Victor artists, finds customers.

Versatile? You can use singles or albums, stereo or monophonic. Paper records, too . . . for pennies apiece . . . help you win the chase.

For your next promotion, to introduce a product...to get sales or inquiries... records are just right. And RCA does the whole job, including selection of music, recording, art work and finished covers, drop-shipping and warehousing.

Not to be foxy, we've got all the details for you. Write or phone now!

RCA CUSTOM RECORD SALES

155 East 24th Street – New York 10, New York – MUrray Hill 9-7200
445 N. Lake Shore Drive – Chicago 11, Illinois – WHitehall 4-3215
1510 North Vine Street – Hollywood 28, California – OLdfield 4-1660
800 17th Avenue South – Nashville 3, Tennessee – ALpine 5-6691

THE AMERICAN HOME

April 35¢

WELCOME

TO THE HOME SERVICE MAGAZINE OF THE 60's

Come on into the NEW American Home. Put your advertising to work in the productive environment of the brightest, freshest editorial of any home service medium. Let American Home's new color, new photography, new wealth of ideas help you sell products for building, remodeling, decorating, gardening and meal planning to 12 million home-minded men and women. There's no better setting for selling in the Sixties.

A Curtis Magazine

FROM ANY ANGLE...

You're always ahead with the quality you get when you

USE THE SERVICES OF

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B&W and Color Proofing
Duplicate Photoengravings

160 East Illinois Street, Chicago 11 • DElaware 7-1541

Connie Gay Sells KITE, WYFE

Connie B. Gay, Washington, D.C., radio station owner and head of Town & Country, radio-tv show packager, has sold KITE, San Antonio, and WYFE, New Orleans, for a total of $1,100,000, subject to FCC approval. KITE was sold to Townsend U. S. International Growth Fund, Short Hills, N. J., a mutual fund company, and WYFE was sold to William F. Johns Jr., head of a broadcasting group which owns other stations.

Mathes Advances Salimbene

Nicholas V. Salimbene, formerly assistant media director of J. M. Mathes Inc., New York, has been named manager of the agency's new Miami office, to be located in the DuPont Plaza Bldg. Rudolph Wahlig, formerly with McCann-Erickson, has been named to succeed Mr. Salimbene. Mathes also has named Steven M. Berezney, formerly with Erwin Wasey, Ruthrauff & Ryan, an account executive.

Nashville Station's Switch to Top 40 Draws Massive Beef

NASHVILLE, March 29—Rock and roll music suffered a major defeat last week, here in the birthplace of "Grand Ole Opry," when WMAK Radio staffers, listeners and advertisers revolted against a station format change away from "good music."

WMAK, which has been a "good music" stronghold during the past few years, converted to "top 40" programming March 18, touching off a deejay walkout and a storm of telephone protests.

Fred Gregg, WMAK president, who acquired the 5kw station earlier this month, told ADVERTISING AGE that his "logic" in switching to rock and roll "was sound as the devil," and "nobody was more shocked than I was to find out I was wrong."

■ Veteran deejay Charlie Edwards threatened to quit during a morning broadcast Friday, and made good the threat during an afternoon show. Apparently taking their cue from Mr. Edwards, Don Carr and Bruce Todd announced their resignations during the next few hours of air time.

Bookkeepers and typists reportedly were hurried into the sound studios to man the microphones.

Management conferred with the hard put, but determined, staff during the afternoon and evening. But by midnight, nothing had been resolved. Adamant fans continued to harass the station in a telephone protest long after night announcer Bob Whitson quit in disgust at 11:05 p.m. and left the station silent; three hours ahead of schedule.

The fast-diminishing staff continued its conference with Mr. Gregg into the wee hours. Finally the station president rescinded his rock and roll instructions and sent telegrams rehiring the air personalities at 6 a.m. Saturday.

■ Roland Wolfe, WMAK commercial manager, one of the employes involved in the walkout, noted that the station usually doesn't have much mail pull, but that the musical civil war spurred a "tremendous mail count" Saturday.

He said advertisers expressed the same feeling as listeners, and several agency people threatened to drop the commercials of their clients.

Mr. Gregg explained it thusly:

"There was no intention on my part to insult the disc jockeys. . . I told them of the change in advance. After they got to playing [rock and roll] their sensitivity was hurt.

"My feeling has always been to reach the most people we can. I felt rock and roll was necessary. The phone calls caused me to rescind my decision. Everything is quite amicable at this point."

■ Mr. Gregg said that as a result of the rock and roll debacle, he will retain a professor from Vanderbilt University to make a study of the listening habits and patterns of the Nashville and mid-Tennessee market. #

Price Heads Division Sales

Moreton Price, formerly a sales director for the AC spark plug division of General Motors Corp., has been named sales director for the new defense systems division of GM, based in Washington. Alvin B. Goodspeed succeeds Mr. Price.

You're in
...in Indiana
with the STAR
and the NEWS

When your advertising is *in* the Star and the News, your products are *in* the stores and the homes of this $3.8 billion, 45-county market.

The proof is in the food advertising figures for 1959. 72.18% of retail—81.79% of general food lineage was placed in this morning and evening newspaper combination!

The Indianapolis Star Morning & Sunday
The Indianapolis News Evening

KELLY-SMITH COMPANY NATIONAL REPRESENTATIVES

NEW CAMPAIGN—*Royal Metal Mfg. Co., New York, will use this four-color page ad in the May Architectural Record and June Interiors to promote its Arnot office furniture and partitions, as well as Royal chairs. Anderson & Cairns, New York, is the agency.*

Nellson Agency to Sell International Phonebook Listings

NEW YORK, March 29—R. A. Nellson, head of the Rochester, N. Y., agency bearing his name, has taken over U. S. representation of *International Telephone Directory*, a worldwide listing of businesses and services.

This will be familiar ground for Mr. Nellson, since his Rochester agency specializes in Yellow Pages advertising in telephone directories, billing $3,500,000 annually.

International Telephone Directory is published in Paris in four languages—English, French, Spanish and German. Its fifth annual edition, just off the presses, lists some 500,000 businesses and services in 125 countries.

Each listing gives the name, address, telephone number, regional location within the country and cable address. The listings are presented under some 5,000 categories.

■ *ITD* claims a worldwide circulation of 200,000.

Mr. Nellson has formed International Telephone Directory Inc. to represent *ITD*. The directory is printed in a 9x11½" format and has a basic page rate of $1,000. *ITD* offices in Rochester, New York, Chicago and Hollywood will be handling the book.

In pointing up the usefulness of the directory last week, Mr. Nellson noted that there were 25,000,000 international telephone calls to and from the U.S. during 1959—and he said the volume is increasing rapidly every year. #

Ormsby Opens Own Office

Lionel (Red) Ormsby has opened his own agency, Ormsby Advertising, with offices at 1122 S. Robertson Blvd., Los Angeles. Mr. Ormsby was formerly with the *San Francisco News*, McCann-Erickson, Charles Bowes Advertising and Shaw Advertising.

Titus Joins Ampex Audio

S. Champion Titus, formerly a vp and account supervisor of Batten, Barton, Durstine & Osborn, Buffalo, has joined Ampex Audio Co., Sunnyvale, Cal., as manager of advertising and sales promotion.

Leo's Foods to Robinson

Leo's Quality Foods, Los Angeles, has named Robinson, Fenwick & Haynes, Los Angeles, as its agency. The company, which manufactures five varieties of sliced meats, has distribution from the Pacific Coast to New Orleans and Kansas City. Initial plans call for the use of small space in 20 markets, twice a week for three months, starting in mid-March.

Katz Names Brennan, Davis

Ronald C. Davis, formerly an account executive in the Los Angeles office of J. Walter Thompson Co., has joined the Los Angeles tv sales staff of Katz Agency, media representative. John F. Brennan, previously with the Chicago staff of Headley-Reed Co., has joined the Katz Minneapolis radio sales staff.

U.S. Erases Fox Tax Liens

Tax liens totaling $1,688,797 against John Fox, former publisher of the defunct *Boston Post*, have been wiped off the books by the U.S. government. Biggest single tax lien was for $1,285,107 in income taxes covering the years 1949 to 1953. A second was for alleged 1953 income taxes of $332,691.

Fast and Sure

Here Type Can BS Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

From 5:30 to 10:00 a.m., WRC's Al Ross gives Washington listeners what they want. Ross' early morning music and news program, "Your Timekeeper," consistently attracts the largest morning audience in the Capital area. And WRC goes right through the day providing the special sounds of local news, adult music, regular traffic and weather checks . . . plus . . . nation-wide and world-wide reports from the largest broadcast news organization in the world. Result: WRC delivers the buying public throughout the metropolitan coverage area. The Capital wakes . . . and stays . . . with WRC because WRC is tuned to THE SOUND OF THE SIXTIES!

WRC · NBC OWNED · 980 IN WASHINGTON, D. C. · SOLD BY NBC SPOT SALES

SOURCE: NSI, WASHINGTON AREA, DEC.-JAN., 1960.

Washington wakes to WRC Radio

T'AINT NECESSARILY SO!

Lots of folks think Lubbock and the West Texas area are mostly cowboys and Indians. T'aint necessarily so.

We've got a lot of non-cowpokes too. 145,000 of us right in the city limits with $184,438,239.29 deposited in the banks.

And we dearly love to spend it for new and different products that make living better.

LUBBOCK AVALANCHE-JOURNAL

MORNING · EVENING · SUNDAY LUBBOCK, TEXAS

ROP Color Available All Issues

Hearst Boosts Lindner

Dudley Lindner, a publishers' representative for Hearst Advertising Service, San Francisco, for 18 years, has been promoted to director of the Pacific Coast sales planning division of the organization.

Snyder Names Robinson VP

Robert G. Robinson, a member of the sales staff of Snyder & Black & Schlegel, White Plains, N.Y., merchandising and point of purchase company, has been named a vp.

German Magazine Agrees to Drop Circulation Claim

'UFA Illustrierte' Won't Use 10,000,000 Reading Circle Figure

By Hazel Guild

MUNICH, March 29—A German illustrated magazine has been successfully prosecuted for misrepresenting the number of readers it reaches through "reading circles." It was charged with competing unfairly for advertising.

The German Assn. of Newspapers & Magazines filed suit in district court here against *UFA Illustrierte*, a weekly magazine which claimed an audience of 10,000,000 through "reading circles."

The suit has now been settled, with the magazine agreeing not to use the 10,000,000 audience claim any more. For a short while the weekly was withdrawn from circulation.

■ The UFA magazine is part of a giant German movie combine called Universum Film Aktiengesellschaft, which produces movies, distributes them, owns theaters and publishes the illustrated to push its own films and stars.

The suit revolved around the German "reading circles" and how many readers they represent.

The "reading circle" is a magazine rental system that exists in Germany, Holland and Austria. There are about 800 of these circles in Germany, usually named for the individual running the system, such as the Schwarz Lesezirkel, and they have about 2,700,000 subscribers.

Each reading circle offers its customers from eight to 12 different weekly or bi-weekly magazines. Individuals may subscribe to the service, and it's especially popular with doctors, dentists, beauty parlors and other businesses which need new magazines for their patrons every week.

■ Each circle rents the identical magazines from 10 to 20 times. First user (who gets the latest issues of the periodicals) pays a flat service charge of about 2.50 German marks (60¢) weekly; the last user (who may be getting magazines as much as 25 weeks later) pays about 40 pfennig weekly (10¢). If the individual had bought all these magazines at the newsstand price, he would have paid from five to seven marks ($1.20 to $1.68).

Success of the system depends upon cheap transportation. A boy generally delivers the magazines at the first of the week to the first subscriber, picks them up a week later when he brings the new set, and delivers the used set to subscriber No. 2 on the list. Mailing the packet would be too costly, hence the circulation of one reading circle is usually confined to a town or its immediate surroundings.

The reading circle existed in Germany before World War I, and at the end of the war, when the country was impoverished, the circles flourished. Now with the economic boom in Germany, it's generally considered to be losing circulation, since subscribers can afford to buy new magazines.

■ Most popular of the magazines distributed by the various reading circles is *Kristall*, which has 204,140 reading circle subscribers and is distributed by 97% of the circles; then come *Frankfurter Illustrierte*, sold to 198,150 reading circle patrons, and distributed by 94.5% of the circles; *Der Stern*, 194,500 and 92.5% of the circles offer it; *Quick*, with 192,000 subscriptions and 91.5%; *Constanze*, with 182,480 and 87%; and *Neue Illustrierte*, with 176,900 and 84%.

It's estimated that every reading circle copy has from 13 to 20 readers.

Advantages to advertising agencies of the reading circle business are two. When an agency buys advertising in any of the most popular "circle" magazines, the agency is informed of the newsstand sale, the subscription sale, and the reading circle circulation of the periodical. In addition, each circle sells its own extra insert advertising.

To promote through the circle, an agency can buy direct inserts which go to all the 800 circles, or can concentrate its campaign in one special area of the land, by buying in local circles.

Each circle magazine is bound into a sturdy cardboard cover to protect it for the many times it will be thumbed through. And the agency buys space to put its own inserts inside the cover, in front of the magazine.

■ One problem is that while the circle will use an insert, it won't guarantee in which of its magazines it will be used—so it may not appear along with the most-read publication. But if the agency books space for six months or a year, it's sure of good placement.

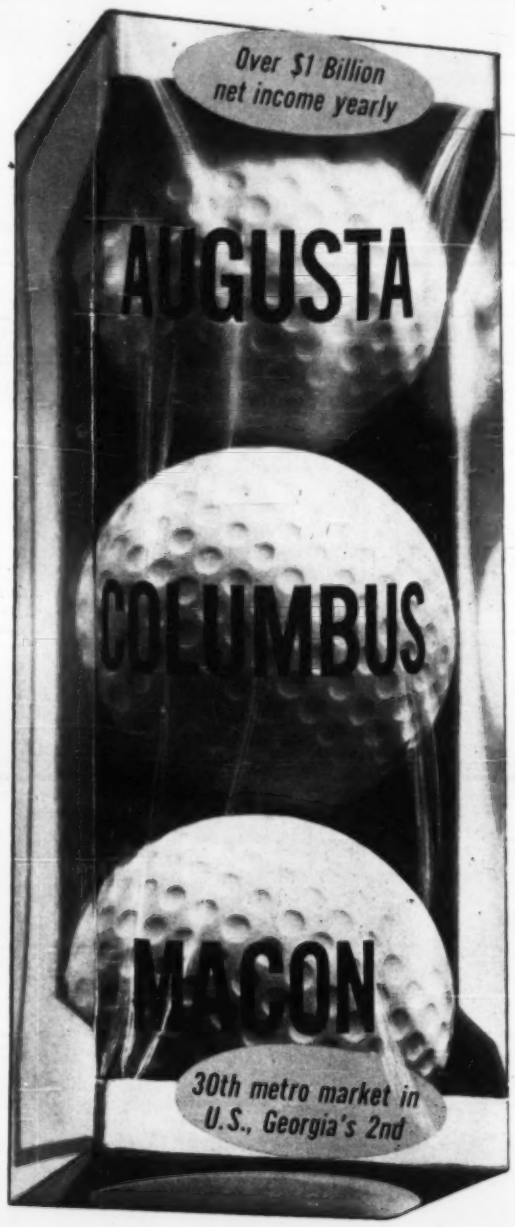
When the advertising includes coupons to send for merchandise, it's customary to add as many as 20 coupons, to make sure that the first reader doesn't clip the only one available.

Inserts may run from postcard size to as large as the format of the magazine (biggest is about the size of *Life*) and may be a single printed piece of paper or a 32-page catalog. Inserts range in price from about 50 marks ($12) per 1,000 on up. Agencies get a 15% commission.

It's estimated that 25% of the population between 16 and 70 is reached through the reading circle circulation in Germany, so it's important for the magazines to keep one of the publications, like *UFA Illustrierte*, on the right track when it comes to reckoning circulation. #

package buy:

Georgia's big 3-in-1 bargain

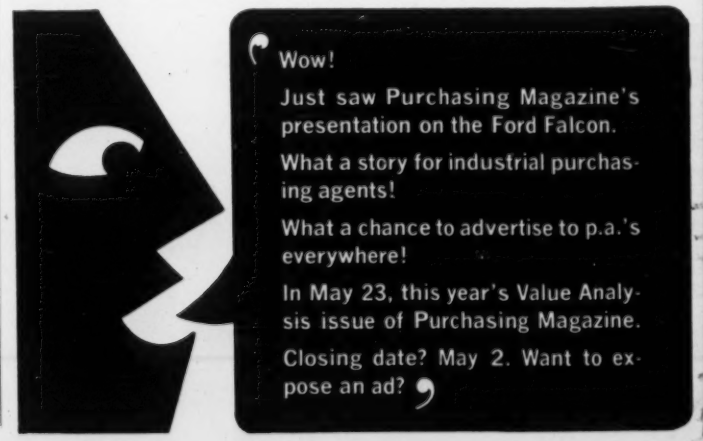


Now one, metropolitan Augusta, Columbus and Macon are *Georgia's #2 market*. And what a bargain! More than 650,000 population . . . that's yours with savings of 17% on each 10,000 lines when you schedule the Georgia Group. Saves time and trouble, too. For the Georgia Group is a package buy... *one order, one bill and one check*. Nail down Georgia's #2 market with the Georgia Group.

THE Georgia Group

AUGUSTA Chronicle and Herald **COLUMBUS** Ledger and Enquirer **MACON** Telegraph and News

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY


Wow!
Just saw Purchasing Magazine's presentation on the Ford Falcon.
What a story for industrial purchasing agents!
What a chance to advertise to p.a.'s everywhere!
In May 23, this year's Value Analysis issue of Purchasing Magazine.
Closing date? May 2. Want to expose an ad?

Call to action from a leading American educator:
"Over a third of our children
are *not* getting a satisfactory education in
the critical junior-high-school years."
For six months, Dr. James B. Conant visited
junior high schools across the nation.
He spoke with teachers and with pupils.
He studied the curricula. Now the
former president of Harvard tells
what *must* be done to help children
"at the crucial age." A terse, cogent report
in the current LOOK, *the exciting story of people.*

LOOK

PEOPLE ARE THE PURPOSE—PEOPLE ARE THE POWER

"OUR CHILDREN'S CRUCIAL AGE," in the April 12, 1960, LOOK is a sequel to Dr. Conant's 1959 LOOK article on U.S. high schools.

IN CHICAGO, IT'S THE

$OUND AND $ELL OF WCFL

By far Chicago's biggest gain among leading independent stations

***3,338,150 ADDITIONAL LISTENERS**

in

PRIME AND CLASS A TIME

7 AM to 8 PM MONDAY THRU FRIDAY
IN 12 MONTHS

*Jan. 1959—Jan. 1960
PULSE

WCFL, already with the lowest cost per thousand impressions, is certain to do even better while the spring training and regular season games of the pennant winning Chicago White Sox are again being broadcast exclusively over WCFL.

voice of labor

W C F L

"Chicago's good music station"

Call, write or wire:

STATION WCFL

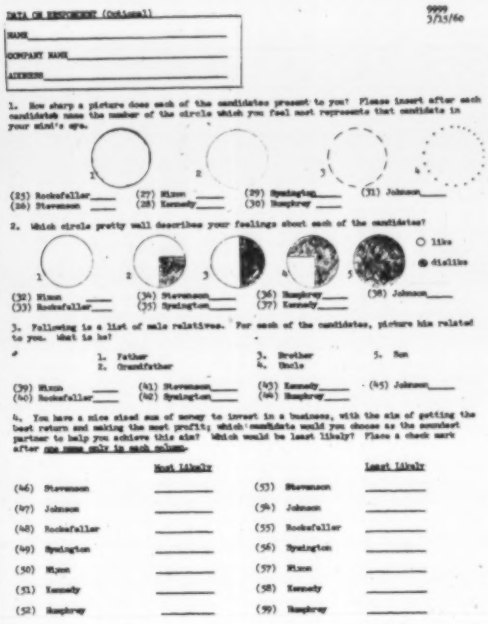
Marty Hogan, General Manager
Tom Haviland, Sales Manager

666 LAKE SHORE DRIVE • CHICAGO 11, ILLINOIS • MOhawk 4-2400

NATIONAL REPRESENTATIVE

Daren F. McGavren • 60 E. 56th St. • New York 22, N.Y. • PLaza 1-4650
Chicago • Detroit • Los Angeles • San Francisco • St. Louis • Seattle

LOWEST COST PER 1000 • 1000 ON THE RADIO DIAL


DATA ON RESPONDENT (Optional)
NAME
COMPANY NAME
ADDRESS
9999
3/15/60
1. How story a picture does each of the candidates present to you? Please insert after each candidate's name the number of the circle which you feel most represents that candidate in your mind's eye.
(25) Rockefeller
(26) Stevenson
(27) Nixon
(28) Kennedy
(29) Symington
(30) Humphrey
(31) Johnson
2. Which circle pretty well describes your feelings about each of the candidates?
Like
Dislike
(32) Nixon
(33) Rockefeller
(34) Stevenson
(35) Symington
(36) Humphrey
(37) Kennedy
(38) Johnson
3. Following is a list of male relatives. For each of the candidates, picture him related to you. What is he?
1. Father
2. Grandfather
3. Brother
4. Uncle
5. Son
(39) Nixon
(40) Rockefeller
(41) Stevenson
(42) Symington
(43) Kennedy
(44) Humphrey
(45) Johnson
4. You have a nice sized sum of money to invest in a business, with the aim of getting the best return and making the most profit; which candidate would you choose as the soundest partner to help you achieve this aim? Which would be least likely? Place a check mark after one name only in each column.
Most likely
Least likely
(46) Stevenson
(47) Johnson
(48) Rockefeller
(49) Symington
(50) Nixon
(51) Kennedy
(52) Humphrey
(53) Stevenson
(54) Johnson
(55) Rockefeller
(56) Symington
(57) Nixon
(58) Kennedy
(59) Humphrey

POLL—*Ernest Dichter's Institute for Motivational Research is conducting a Presidential image poll among business leaders to see how closely their views match the general voting population. The person polled is asked to match up various geometric figures with the candidates. For example, at top, candidates are to be matched with heavy circle, light circle, broken line circle, etc., according to definiteness of personality.*

'Biography' of Sidener & Van Riper Tells Agency's 40-Year Climb from $3,849 Billing

INDIANAPOLIS, March 29—"It happened like this . . ." begins Guernsey Van Riper, as he relates the life story of Sidener & Van Riper Inc. (now Caldwell, Larkin & Sidener-Van Riper), in a recently published 50-page documentary.

Mr. Van Riper, now chairman of the board, chronologically cites the events that brought him and the late Merle Sidener into the advertising business together in 1909, and the subsequent history of Sidener & Van Riper.

The two men, Mr. Van Riper reports, "declared ourselves to be 'publicity experts and conductors,' " although "we knew nothing about advertising in the 'agency sense.' But we did know publicity, and we both could write."

■ The two ex-newspaper men billed $3,849.15 that first year. "In abrupt contrast," notes the biographer, "just 15 years later, among our accounts was one that had a budget with us in excess of $1,000,000."

Mr. Van Riper, now 80, relates that the agency attracted scores of young men and women who "were loyal, talented, hard workers." He mentions Allen Billingsley, who became president of Fuller, Smith & Ross, Cleveland; Carl Ackerman, who became a noted foreign correspondent and later dean of Columbia University's School of Journalism, and B. Wallace Lewis, later to be business manager of Denver's *Rocky Mountain News*.

After World War I two more newspaper men, who later formed their own agency and then consolidated with Sidener & Van Riper, joined the company—Howard C. Caldwell and Storey M. Larkin.

In the words of Mr. Caldwell, now president of Caldwell, Larkin & Sidener-Van Riper, "every worth while business deserves a biography . . . to keep the record straight. It is a high privilege to have this one . . . by the only man who can now write it out of first-hand experience . . . from the very beginning." #

NBC, ABC Sign Radio Sponsors

NBC Radio, New York, has added several new sponsors since Jan. 1. They include Liggett & Myers (Dancer-Fitzgerald-Sample), half-sponsorship of "Monitor News" for 52 weeks; General Mills (D-F-S), participations in "Monitor" for 52 weeks; Electric Auto-Lite Co. (Grant Advertising), one-quarter of "News on the Hour," for six weeks; *Life* (Young & Rubicam), one-quarter sponsorship of "News on the Hour," for six weeks; Longines-Wittnauer (Victor A. Bennett Co.), one-quarter sponsorship of "News on the Hour" for five weeks; and Foster-Milburn Co. (Street & Finney), participations in "Emphasis" for 52 weeks. At ABC Radio, General Mills (D-F-S) signed as a participating sponsor on Don McNeill's "Breakfast Club."

Luntz Named Copy Director

Perry Luntz, who previously divided his time between editing the "Seagram Spotlight," a publication of Seagram Distillers Co., New York, and acting as copy director of Seagram has become copy director on a full time basis. Benjamin D. Frost, formerly a brand manager of Calvert Distillers Co., has been named editor of "Seagram Spotlight."

"OUR #@*! COMPETITOR IS IN ALREADY!"

Businessmen are becoming alert to the sales potential represented by the increase in nursing homes and homes for the aging. They are growing at the rate of 2,000 beds per month and still a 70% increase is needed immediately.

To find the details on this new market see our B P R D ad or write to . . .

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2563 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

IN 1959 . . .

9 of the top 10 retail advertisers majored in The Houston Chronicle

Houston retailers are tough critics, who measure results at the cash register. Evidence of The Chronicle's potent pulling power is demonstrated by the overwhelming fact that during 1959, 9 of the top 10 Houston retail advertisers placed the bulk of their advertising in The Chronicle.

The Chronicle gives your advertising *circulation* where it counts! Chronicle circulation is not just a word, it's a vigorous, active selling force for your advertising. Remember . . .

. . . in Houston, The Chronicle

REACHES MORE PEOPLE . . .
CARRIES MORE ADVERTISING . . .
SELLS MORE MERCHANDISE

THE HOUSTON CHRONICLE

Read by More Houstonians Than Any Other Newspaper . . .

The Chronicle is a MUST Buy!

The Branham Company—National Representatives

FDA Seizes Honegar Shipment as 'Mislabeled'

U.S. Agency Irked by Promotional Link to Best-Selling Book

WASHINGTON, March 29—The Food & Drug Administration moved last week to prevent B. T. Babbitt Inc. from going ahead with a promotion for a new honey-vinegar preparation called Honegar which is being offered as a "nutritious, zesty tune-up."

FDA was irked by promotional material which links Honegar and the home remedies described in the current best seller, "Folk Medicine," by Dr. D. C. Jarvis, of Barre, Vt. The agency's agents seized an estimated $60,000 of the product at Albany, N. Y., charging that it is improperly labeled.

The FDA seizure represents an application of the "squeeze play" technique which the agency has used in the past. While the product itself does not carry any questionable claim, the agency contends "mislabeling" occurs if the product is promoted with material which makes claims that are not covered on the label.

■ An FDA spokesman said the agency has been following Honegar since Babbitt bought the product several months ago. FDA stressed that it is not charging that any offense was committed by the publishers of "Folk Medicine," but that it entered the case to make sure that Honegar is not promoted on the coattails of the best seller.

FDA said it will contend Babbitt sought to tie to the book through references in streamers, pamphlets and display materials, including reprints of reviews of the book. One shelf display item allegedly reprinted the cover of the book, with the slogan, "A Vermont doctor's bagful of health secrets."

■ Part of FDA's information came from a volunteer "consumer consultant" who had been invited to an "introductory luncheon" for the product in California. The "agent" consulted FDA, and was advised to attend. At least three releases distributed at the luncheon were regarded by FDA as evidence that the promotional plan for the product seeks to utilize the medical comments in "Folk Medicine."

The FDA spokesman said the agency's position is that the tie-in with "Folk Medicine" implies the product is recommended for all situations where honey and vinegar are described as remedies in the Jarvis book. The agency says it does not consider the product adequately labeled until the label covers instructions for its use for the entire list of ailments which are discussed in the book.

HONEGAR SEIZURE 'DUMBFOUNDS' BABBITT

NEW YORK, March 29—B. T. Babbitt Inc., the recent purchaser of Honegar, said that it was "dumbfounded" by the FDA seizure and was meeting in Washington to give the authorities "the full facts about our Honegar advertising."

Commenting on the beneficial qualities of the "natural food" products, the Babbitt statement concluded:

"We are sure that after the officials of the FDA have all the facts concerning our Honegar advertising, then they will reconsider the precipitant action they have taken. On the other hand, the company is vigorously prepared to defend this attack on Honegar as completely unwarranted and without basis." #

Edwards Appoints Keating

Edwards of Canada Ltd., Owen Sound, Ont., manufacturer of electrical signaling, communication and protective devices, has appointed Frank F. Keating manager of marketing services. Mr. Keating joined Edwards in 1953.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

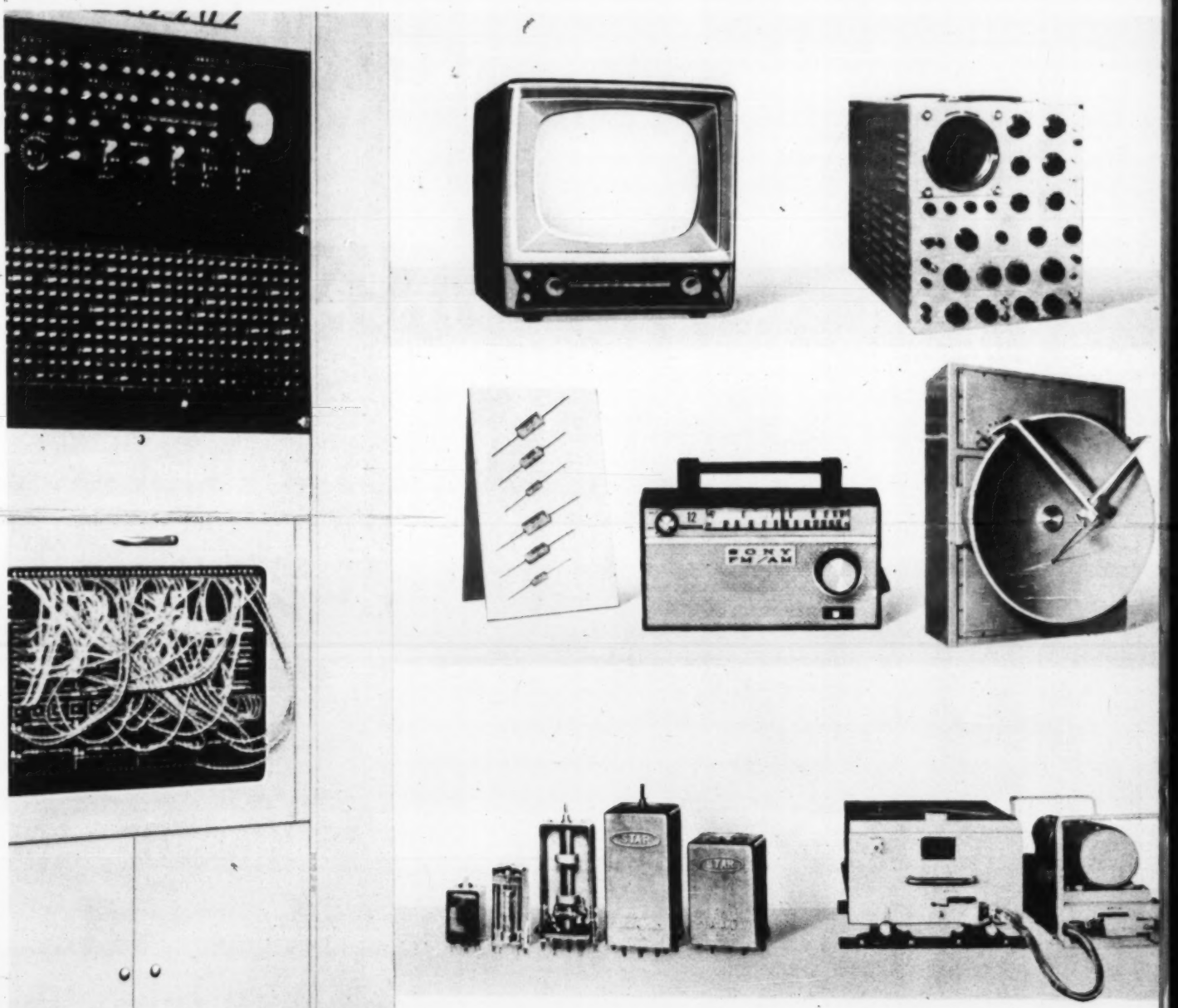
Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or services lends itself to **personal** selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to **move** merchandise through modern **direct** selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually.

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120 Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.



MADE IN JAPAN

THREAT OR OPPORTUNITY?

Top quality Japanese components, radios, electronic computers and many other products have already captured nearly ONE BILLION DOLLARS in U. S. sales . . . *annually.*

Excellent quality plus low overhead enable Japan to give U. S. design and production men the toughest competition for domestic markets in electronics history! Competition that grows each year.

GET THE FACTS!

Frank Leary, talented Staff Editor of **electronics,** was sent to Japan for two months to work with the world-wide McGraw-Hill News Bureau in reporting the unvarnished truth about Japan's thriving electronics industry *from the inside* in our May 27 issue.

They tell: Why Japan is concentrating on the U. S. market. Which products. News about Japan's brilliant and original design achievements. The position of Japan's trade officials.

Mature, thoughtful reporting that will help U. S. electronics men to plan *intelligently.*

ELECTRONICS MEN WANT TO KNOW!

Rugged, intelligent competition from Japan can only be successfully met through an objective appraisal of the facts. Only such understanding can lead to constructive

Anton, Jet Lounger to Yardis

Anton Co., New York importer and distributor of Met-all metal polishes, and Jet Lounger Inc., Souderton, Pa., manufacturer of Jet Lounger reclining chairs, have appointed Yardis Advertising Co., Philadelphia, to handle their advertising.

Risk Joins D'Arcy, L.A.

Lealand E. Risk has joined the Los Angeles office of D'Arcy Advertising Co. as an account executive. He was formerly a vp with Charles A. Mottl Inc., Beverly Hills.

Wiggin to Petersen Publishing

Arthur R. Wiggin has joined the New York office of Petersen Publishing Co. as an advertising space representative. Mr. Wiggin was formerly with Davidson Publishing Co., Chicago.

Savings Assn. Puts Reply Envelope Inserts in Magazines

CHICAGO, March 29—Chicago Federal Savings & Loan Assn. is seeking new depositors by using business reply envelopes bound into the March 26 issue of *TV Week*, supplement of the *Chicago Tribune*, and in newsstand copies of the March 26 metropolitan Chicago edition of *TV Guide*.

The flap of the envelope contains advertising copy, including an offer of a private papers file for persons who deposit $50 or more.

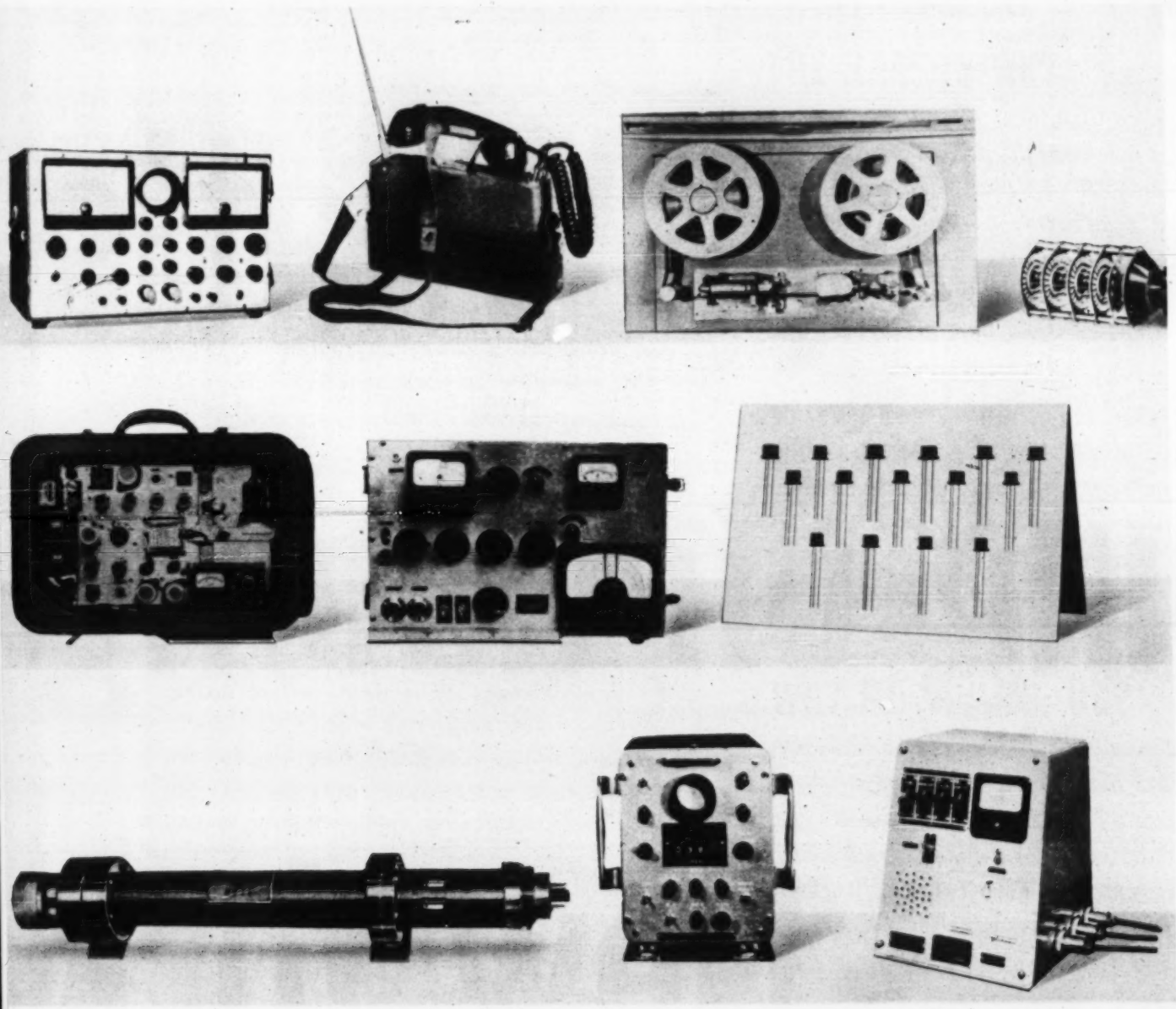
■ Placing the envelope in *TV Guide* cost Chicago Federal $900. They were given a one-fourth rebate on the cost of two pages ($1,200) because 25% of the Chicago area booklets are mailed, and postal regulations forbid the inclusion of third class matter with second class mailings.

The envelopes were placed in about 225,000 copies of *TV Guide* and about 840,000 copies of *TV Week*. The *Tribune* charged for two-and-one-third pages for the envelope insert. At regular one-time rates, this would cost $4,200.

■ Klau-Van Pietersom-Dunlap, Chicago, is the Chicago Federal agency. The envelopes were made by Columbia Envelope Co., Melrose Park, Ill. #

Rank Sells Plastic Discs

An unbreakable plastic record, ⅛ oz. in weight and .004" thick, has been introduced by Rank Audio Plastics, a division of Rank Records of America, 25 W. 65th St., New York. The record may be rolled into a mailing tube or inserted in books and magazines without special equipment. Rank said it can be played hundreds of times.



...SOLD IN U.S.A.

action. That's why the most influential men in American electronics will read the May 27 issue of **electronics** again and again... the best time for *your* company to be *seen* and *heard from*.

PERFECT TIMING!

You have a perfect opportunity to present significant messages about your company, your products, your policies... your own ideas about "what to do" in the future. Ideas well worth the most careful, thoughtful presentation. Get the highlights of this special issue in advance. Your McGraw-Hill Representative will be glad to help. Call him today. Make your message count.

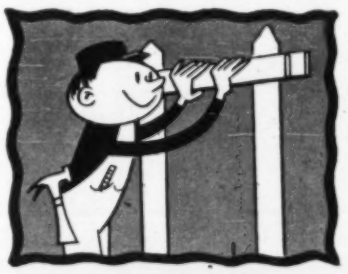
ADVERTISE IN THE MAY 27TH ISSUE OF electronics
...YOU CAN'T AFFORD TO MISS IT!
Closing Date—May 6, 1960

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN...

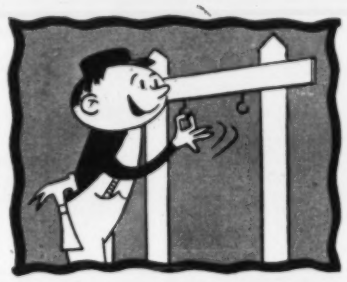
electronics

A McGRAW-HILL PUBLICATION
330 West 42nd Street,
New York 36, N. Y.

Far-Reaching!



Yep, gonna build a motel right here.



Sure, we plan to advertise

on WCSH-TV

Besides this fellow, there are 263 other local and national advertisers who know what to expect from SIX's "Far-Reaching Effect."

If you don't already know, ask your Weed TV man about our 6 straight years of surveys.

WCSH-TV 6
NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM
WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

If you do business in New York you ought to know

What's going on among New York newspapers?

Something is stirring in the New York market. A walk around town will show you. A drive through the suburbs will convince you. New York is building. New York is expanding. The biggest market in the world (by far) is growing even bigger.

Something is stirring among New York's newspapers, too. In a market as big and as busy as New York, nothing remains static. Things move. Things change. Wise advertisers change with them. Their newspaper habits change, too.
Let the figures show you. Take just the past five years:

IN ADVERTISING

In the five years 1954-1959, New York City's seven metropolitan newspapers gained 25,097,200 lines of advertising.

Of this gain, 15,932,365 lines were gained by The New York Times—more than was gained by all the others combined.

IN CIRCULATION

In the five years 1954-1959, The New York Times gained 87,954 weekday circulation, 107,775 Sunday circulation.*

The Times February Monday-Friday average of 684,871 was the highest February average in Times history. Its Sunday average of 1,392,884 was the highest Sunday average in Times history

The New York Times is the only one of New York's seven metropolitan newspapers whose circulation today is higher than it was five years ago—and substantially so.

**6-month averages as of September 30*

THE REASON WHY

Now you're wise enough in the ways of advertising to know that these things don't just happen. There's a reason for them. We think the reason lies right in The New York Times. If you haven't seen a copy lately, treat yourself to one. If you want to indulge yourself, just phone our nearest office and we'll send you one—for free. Read it. Enjoy it.

That's what increasing numbers of men and women in the vast New York market—city, suburbs, exurbs—are doing every day. And this, in turn, is why advertisers increasingly depend upon The New York Times to move merchandise for them in this big and busy market place—everything from animal crackers to zithers.

WHY NOT PHONE US?

This also is why people—readers and advertisers alike—are spending more money every day to get the values The New York Times gives them. Advertisers, for instance, invested 90 million dollars in The New York Times last year—more than they have ever invested in any U.S. newspaper.

Something is stirring in New York, don't you agree? And don't you think you ought to be taking full advantage of it? All you need to get started is a phone call to our nearest office. There's nothing we like better than telling you about ourselves, and what we think we can do for you—now.

The New York Times

"All the News That's Fit to Print"

NEW YORK: LAckawanna 4-1000 • ATLANTA: TRinity 3-1643
BOSTON: LIberty 2-6579 • CHICAGO: RAndolph 6-3300
DETROIT: WOodward 2-5005 • LOS ANGELES: MAdison 3-1266
MIAMI: FRanklin 9-1601 • PHILADELPHIA: LOcust 8-0280
SAN FRANCISCO: EXbrook 7-5869 • TORONTO: EMpire 8-8681

Look at ALL THREE!

The U.S.A., Hawaii and Canada are strategically covered with Sheraton Hotels — a whopping 54 in fact

Believe it or not, you can get a reservation for any of these 54 hotels, even the four in Hawaii, in just 4 seconds via Sheraton's electronic *RESERVATRON*. Try it. Just call the Sheraton Hotel nearest you. This service is gratis. WRITE FOR FAT FREE BOOKLET: 96 pages to fill you in on the wonders of Sheraton Hotels in 39 cities (and to show us how this ad pulls). Address: Sheraton Corp., Ad Age Ad #7, 470 Atlantic Ave., Boston, Mass.

Panel of 'Perceptive' Consumers Foretells Sales Better than Random Sample, AMA Told

CHICAGO, March 29—"The typical random sample used in research may be a very poor predictor of consumer trends in fashions, programming and other matters of taste," said Irving White, a psychologist and director of Creative Research Associates.

Speaking last week at the third seminar session on perception research conducted jointly by the Chicago chapter of the American Marketing Assn. and the University of Chicago, Mr. White said, "Research can benefit from a sample selection which utilizes the 'perceptive consumer' in predictive problems."

He indicated there are individuals in the *avante garde* of consumer behavior who are very needful of and emotionally involved with tv programs, products, styles, and other taste problems. "These consumers react after one or two exposures to new products, advertisements and programs," he said. "It might take the non-perceptive consumer numerous exposures to develop a crystallized reaction.

■ "To use unselective consumers in panels means using a 'lump sample' that will say 'yes' to black and 'yes' to white without feeling any contradiction. The highly perceptive consumer, on the other hand, is a predictor, because he can discriminate quickly between that which he likes and that which he doesn't," said Mr. White.

Dr. Saul Ben-Zeev, also a director of Creative Research Associates, said, "The task of perception research is to enable the consumer to reveal his direct experiences with a product, an advertisement, or a tv program. It is not to get deep into the instinctual recesses of his psyche, but to get a glimpse at how he gets value from his direct experience.

"The way a consumer perceives a product is a better source of prediction that is its deeper, symbolic value. To get at such perceptions, it is often wiser to use consumers who are sensitized to their experience," Dr. Ben-Zeev said. #

Spring Ads Announce Vycron Fiber Debut in Men's Wear

The first appearance in men's garments of Vycron, a polyester fiber manufactured by Beaunit Mills, New York, will be advertised to the consumer during April and May. The media list comprises *Esquire, Holiday, New York Times Magazine, The New Yorker, Playboy* and *Sports Illustrated*. The ads will feature ball-players Whitey Ford, Harmon Killebrew and Bill Skowron, wearing the new fashions as their choice for off-the-field comfort and convenience.

Copy says that besides being a wash-and-wear fiber Vycron represents a "major breakthrough in eye-appeal." This refers to the fiber's affinity for dyes. Robert B. Grady Co., New York, is the agency.

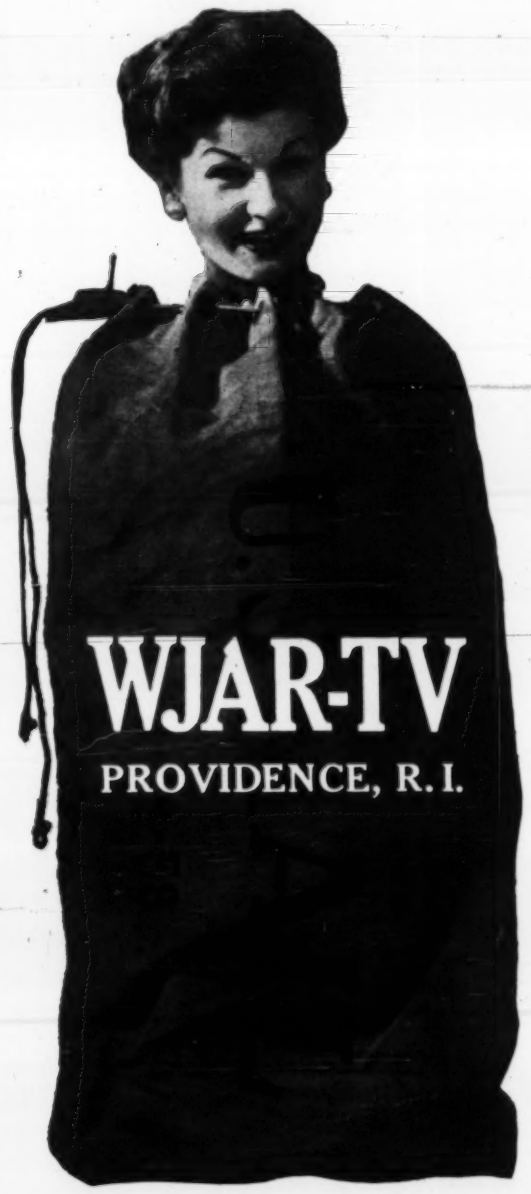
Basford Names Four; Adds Auer Register

G. M. Basford Co., New York, has elected three new vps: Sidney C. Lund, manager of industrial literature; Herbert R. Harris, copy group supervisor, and Don Karshan, account group manager, public relations. Elaine Siebert, formerly with N. W. Ayer & Son, has joined Basford as an account executive.

Basford's Cleveland office has been named to handle Auer Register, producer of heating and cooling registers. Jayme Organization, Cleveland, formerly handled Auer's advertising.

Vaughan Named VP, Marketing

Southwestern Industrial Electronics, one of the Dresser Industries, Houston, has appointed Robert O. Vaughan vp of marketing. He was formerly western regional manager of government operations for Dresser.



Compliments by the sackful!

Across our desk come letters of honest and sincere praise like the letter from the Navy wife who wrote: "Your station has always afforded the finest entertainment . . . we have lived in many parts of the country and never before have I enjoyed watching television as much." The satisfaction of our viewers, as expressed by the volume and content of our mail, is more impressive, we think, than any rating picture could be.

NBC abc

Represented by Edward Petry & Co., Inc.

CHANNEL 10 · COCK-OF-THE-WALK IN THE PROVIDENCE MARKET

NATIONAL CATHOLIC FAMILY MAGAZINE

"Actually the best mail order medium we have," says national advertiser.

JUNE ISSUE CLOSES APRIL 20

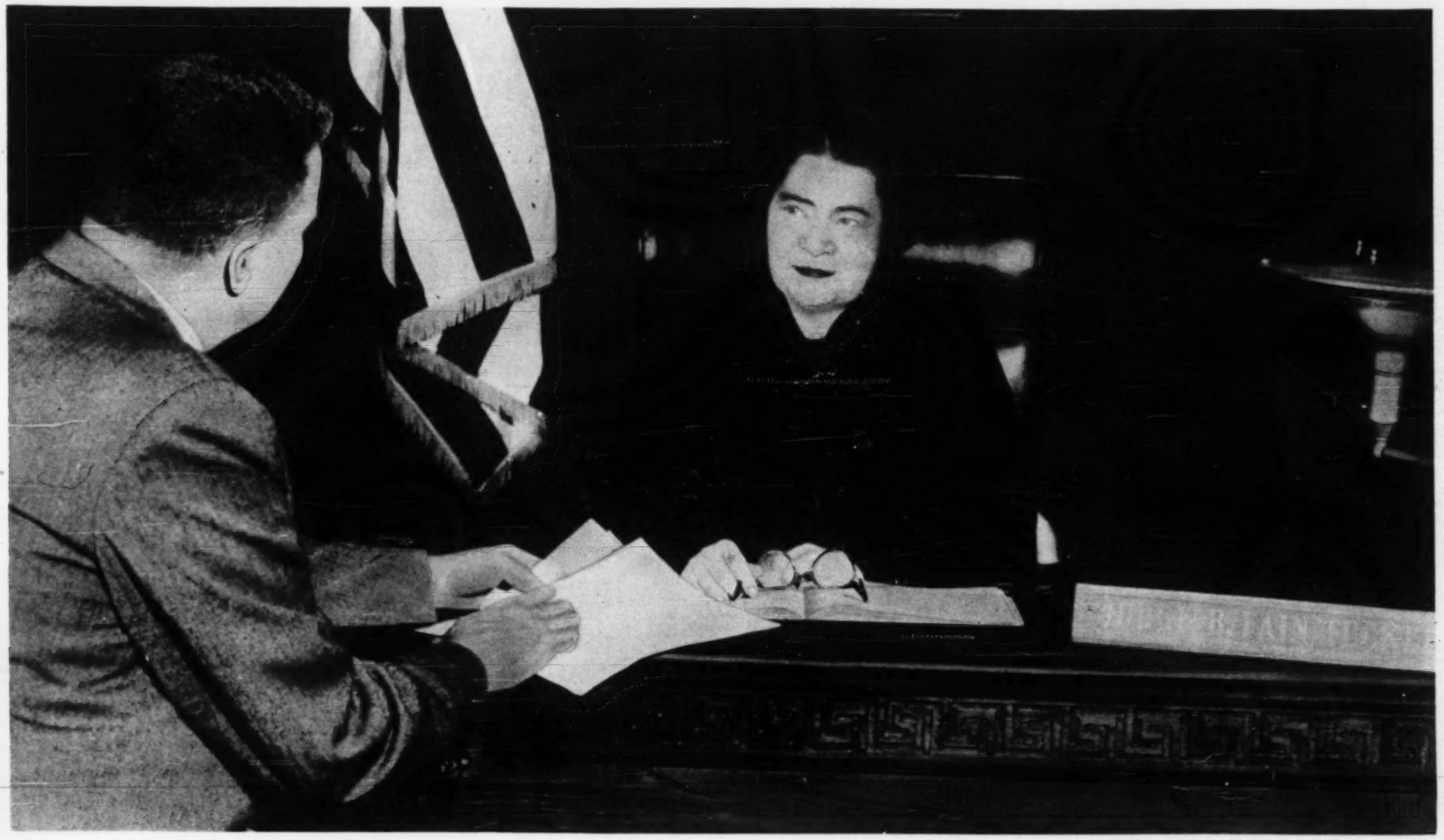
Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

Who reads CHICAGO'S AMERICAN?



"I do," says Judge B. Fain Tucker

Judge B. Fain Tucker has served as a Judge of the Cook County Circuit Court for 6 years. A graduate of the University of Chicago Law School, she is one of the few woman circuit court judges in the United States.

"As a Circuit Court Judge I am a very busy woman. I want an impartial and reliable newspaper and I particularly want it to be easy to read in a hurry. That's why I like CHICAGO'S AMERICAN. The 'Top News at a Glance' column on the front page, for example, is a wonderful time-saver.

"As a woman, I am naturally interested in foods and fashions. The AMERICAN fills the bill here, too, with up-to-the-minute features by Jean Cameron and Mary Martensen.

"Read the AMERICAN? Indeed I do!"

B Fain Tucker

Nationally represented by
Hearst Advertising Service Inc.

CHICAGO'S AMERICAN

Wholly owned subsidiary of the Tribune Company, Chicago, Illinois

Meet an IRE award winner for 1959

IRE REMEMBERS THE MAN

for Service

to his Government

Backing up a great government such as ours is a large and dedicated group of men. Among such men is Jack W. Herbstreit, Chief of the Tropospheric Propagation Research Section, National Bureau of Standards. To him goes this year's *Harry Diamond Memorial Award* "for original research and leadership in radio-wave propagation." IRE is happy to honor Mr. Herbstreit and all the other fine, outstanding men in government service.

And behind the cold statistics of the 61,957 circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

ASK THE LADY WHO LIVES HERE

Year in and year out, KOIN-TV has never deviated from the principle of genuine service to its audience, its clients and its industry. Dedication to this principle has made KOIN-TV one of the nation's truly influential advertising media.

Questionable advertising has been consistently refused. On the other hand, no pains or expense have been spared to bring our audience in and adjacent to Portland, Oregon, the best in entertainment and information. For example, many live KOIN-TV programs are backgrounded by the Station's full-time staff orchestra.

Observance of these principles has earned for KOIN-TV the friendship and confidence of its audience... a factor which, combined with widest area coverage* and highest ratings, makes KOIN-TV one of America's soundest advertising buys.

...ask *anyone* who lives here!

KOIN-TV
PORTLAND CHANNEL 6

One of the Nation's Great INFLUENCE Stations Represented Nationally by CBS-TV Spot Sales

*7 of every 10 homes in Portland and 32 surrounding Oregon and Washington counties.

Getting Personal

Clifford Sutter, vp and account exec at BBDO, New York, and four-time national men's doubles tennis champ, has a new title. He and his wife Suzanne are now holders of the national platform tennis mixed doubles championship . . . Among those caught in the Tampa, Fla., flood this month was **Alfred Politz,** head of his own New York research company. His Tampa home was surrounded by water and he could have been seen calmly canoeing about the yard . . .

Tom Jones has been asked by his publisher, Romaine Pierson, to revise his book, "Detailing the Physician," published in 1940, because of renewed interest being fanned by the Kefauver senatorial committee hearings. A former senior vp of Paul Klemtner & Co., Newark, he came out of retirement last month to serve as medical promotion consultant for Kalak Water Co. . . .

Stanley Fein, art director at the Rockmore Co., is showing his paintings and drawings April 1-14 at the Phoenix, one of New York's Tenth St. galleries . . . **Stuart Duncan,** ad manager of Lea & Perrins Inc., is producer of Sam Spewack's off-Broadway comedy, "Under the Sycamore Tree." He's also handling the play's advertising and promotion, of course . . . **John Hines,** tv-radio copywriter for BBDO, New York, did the choreography for Westport Community Theater's production of "Annie Get Your Gun" . . . Also at BBDO, Copywriter **Jack Brownell** has sold *The Saturday Evening Post* another in his series of animal "interviews." This one's called "The Clumsy Little Pelican" . . .

BOSS OF THE YEAR—*Jack Pitluk Sr. (left), president of Pitluk Advertising Co., was presented the Outstanding Boss of the Year Award by the San Antonio, Tex., Jaycees. Ray Creek, Jaycee prexy, is shown presenting the certificate at the annual awards dinner, in recognition of Mr. Pitluk's contributions to Jaycees and other civic and charitable organizations.*

On March 12, **Victor J. Cevasco,** senior vp and a director of Albert Frank-Guenther Law, started his 60th year with the agency. Back in 1901 he was hired as messenger, general office assistant and newspaper checker . . .

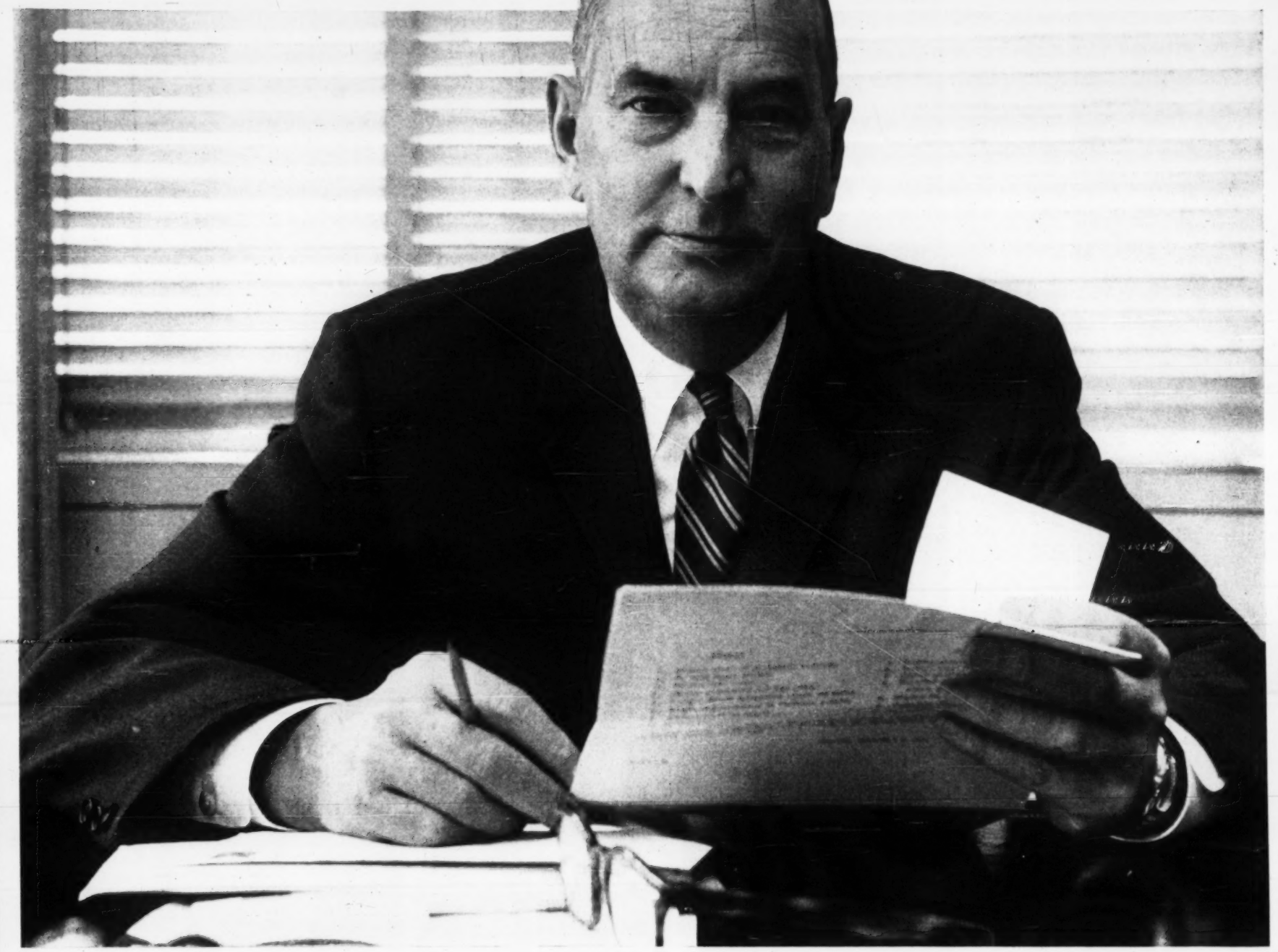
Susan Ostrom, daughter of **David Ostrom,** eastern manager of the Reuben H. Donnelley Corp., was married March 12 to Lt. George Erickson, son of **George Erickson,** exec vp of Doremus & Co. . . . **Margaret Katherine Deviny,** executive editor of *American Investor,* and **Jack Pacey,** former ABC press chief now with Ben Sonnenberg Publicity Consultants, were wed in Washington, D.C., March 12 . . . Also wed March 12: Andrea Townson, daughter of **Douglas Townson,** vp of the Gannett newspapers and radio stations, and Lt. William Lashar Jr. . . . Also Audrey Lundell and **John Roderick Wilson,** midwest sales manager for Continental Broadcasting, Wilmington, Del. . . **Lucille Gross,** with the Bureau of Advertising, will be married this month to Ensign Albert Grossman . . . Elizabeth McCandless and **Philip Reid Livingston,** vp of Doremus-Eshleman Co., Philadelphia, have decided on a spring wedding . . . **Doris Gravert,** Dancer-Fitzgerald-Sample, and **Fredric Emersen Bensen Jr.,** ad manager of Canada Dry Ginger Ale, were married March 5 in Boston . . .

Fred I. Archibald, publisher of the *Baltimore News Post* and *Sunday American,* and a vp of Hearst Consolidated Publications, has been named to the commission governing Baltimore's Civic Center soon to be constructed . . .

Spouses: Anna Carolina Barringer and **Otto Lucian Anton Spaeth** of Foote, Cone & Belding, New York, are planning an April wedding . . . Advertising had nothing to do with it, but Susan Hockaday, niece of **Margaret Hockaday,** president of Hockaday Associates, will be married June 25 to Maitland Jones Jr., son of **Maitland Jones,** former vp with SSC&B, now a consultant. Susan's a Vassar senior, Mait Jr. is studying for a doctorate in organic chemistry at Yale . . . The engagement of Susan Taylor and **Richard Morgan Jr.,** an account executive with CBS-TV, has been announced . . . Sylvia Anne Ray and **Bob Shiver Hodges 3d,** a market analyst with Henderson Advertising, Greenville, S.C., will be married in July . . . **Ruth Pologe,** eastern advertising and publicity director for American International Pictures, was wed Feb. 13 to **Irwin W. Levinson,** of the market development department of Morning Star-Paisley . . .

James E. McGhee, vp in charge of U.S. sales and advertising for Eastman Kodak Co., was given a 40-year pin by Kodak president Albert K. Chapman, at a banquet March 9 in Rochester, N. Y. . . .

One of a series of comments on Metropolitan Oakland as a market by advertising agency executives.



Metropolitan Oakland (Alameda County) continues to show the dynamic growth that has made it the leading population center of the Bay Area. The buying power of the population is well above average. The result is sales leadership in major retail classifications and in total retail sales—a combination establishing it as the most important marketing area in Northern California, centrally located for distribution to the West.

WILLIAM R. BAKER, Jr., Chairman of the Board,
BENTON & BOWLES, INC., New York

YES, it is important to recognize Metropolitan Oakland's commanding size as a market. It is equally important to remember this fact:

ONLY THE

Oakland Tribune

COVERS METROPOLITAN OAKLAND*

Greatest Home Delivered Circulation in Northern California

National Representatives:
CRESMER & WOODWARD, INC.

GO BIG.. BE BIG *In the TRIBUNE...*

*65% of the more than 250,000 families in Metropolitan Oakland (Alameda County) are Tribune subscribers

Member Metro Sunday Comics Network

People looking for ideas

the

Better Homes and Gardens.

NOW 5,000,000 COPIES MONTHLY

look to family IDEA magazine

Sales-maker ideas from wall to wall in this BH&G kitchen!

When people with an urge to change things get together with ideas that say, "Here's how!"—that's where a sale begins! Showing people *how* is Better Homes and Gardens' major mission.

You won't find fashions or fiction or reports on world events in *the family idea magazine*. What you *will* find is what nearly sixteen million men and women readers look for each month—*ideas*.

During the year, a third of America—the top-spending, family-centered third—turns to BH&G for ideas they can turn into action. Ideas they can use in their homes, their gardens, wherever they're together as a family. This makes Better Homes and Gardens a very profitable place for advertisers to be!

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans

. . .where America shops for ideas that make sales

Switch to Lake Shore
for faster service!

ELECTROTYPES · NEWSPAPER MATS
REILLYTYPES · PLASTIC PLATES

LAKE SHORE ELECTROTYPE DIVISION
1224 W. VAN BUREN · CHICAGO 7, ILL. · SEeley 8-1010

'Scandinavian Times' to Wittner

The *Scandinavian Times*, English-language weekly published in Copenhagen for distribution in the Scandinavian countries, has appointed Fred Wittner Co., New York its sales promotion and public relations counsel.

Black, Little Names McAndrew

John F. McAndrew, formerly with McCann-Erickson and Cunningham & Walsh, has joined Black, Little & Co., Newark, as vp in charge of the agency's new office in Princeton, N.J.

Advertising Managers/Advertising Agency Executives/Sales Promotion Managers

here's one POSITIVE step you can take that will help you conduct more effective sales meetings:

The Dartnell Institute's Two-Day Executive Demonstration on

"HOW EFFECTIVE SALES MEETINGS ARE PLANNED, PREPARED AND STAGED"

April 26 and 27, 1960, Barbizon-Plaza Hotel, N. Y. C.

Dartnell's 1960 Demonstration Conference will be the best "meeting on meetings" ever held, anywhere! Painstaking plans . . . outstanding executive speakers . . . plus the expert direction of The Jam Handy Organization will assure the success of this "show-how" conference on improved meeting techniques.

Whether your meetings are big or small . . . whether you are directly or indirectly charged with the responsibility for sales meetings . . . this conference is for YOU! It will give you a wealth of ideas you can use directly or adapt to make your meetings more purposeful, interesting and effective.

Executives from the nation's leading companies will tell the "inside story" of how they use sales meetings. Actual demonstrations will show you how to use such advance visual aids as Open Circuit TV, Jumbo Strips, Stereo Sound, Mobilux, Blinker, Cinesphere, Flat and Bimatic. Members of the Jam Handy Staff will summarize the "do's and don'ts" for each type of sales meeting. Registrants will have an opportunity to ask questions of the Panel-Of-Experts. A full session will be devoted to Personal Showmanship . . . another on How to Use Humor to Present a Product to Liven a Meeting. A glance at the program will tell you why this is **one** meeting you can't afford to miss.

THIS DEMONSTRATION CLINIC WILL INCLUDE OUTSTANDING EXECUTIVE SPEAKERS:

"How Whirlpool Gets Two-Way Communications in Sales Meetings"
Jack Sparks
V.P. in Charge of Marketing

"How Campbell Soup Saves Time and Money with Meetings that Travel"
John A. McGlinn, Jr.
Vice President of Marketing

"How Perfect Circle Uses Meetings to Keep Present Customers Sold"
Cliff Storey
Sales Promotion Manager

"How Brunswick-Balke-Collender Uses Meetings to Get Promotion Materials Used in the Field"
Nat Wexler
Director of Marketing Services

"How Pontiac Builds Enthusiasm Into Product-Announcement Meetings"
W. P. Holzworth
Sales Promotion Manager

"How Coca-Cola Uses Meetings to Up Sales in Foreign Countries"
Frank Harrold
V.P. in Charge of Sales

"How Hertz Corporation Uses Meetings to Get the Company Message to the Field"
Fred A. Mudgett
Director of Advertising & Sales Promotion

"How Kelly Girl Uses Formalized Presentations to Sell Through Small Meetings"
Tom Graham
Vice President

"How Ford Tractor & Implement Division Makes Resort Meetings Pay Off"
Emery Dearborn
General Sales Manager

"How General Electric Used Packaged Meetings to Increase Distributor Sales"
James Forbes
General Manager Retail Sales

"How Cities Service Uses Local Meetings to Train Dealers and Their Sales Personnel"
Tom Jenkins
Marketing Staff Assistant

"How Ralston Purina Uses Meetings to Increase Sales at Retail"
John McGinty
Vice President, Director of Sales Promotion

THE DARTNELL INSTITUTE
4652 Ravenswood Ave., Chicago 40, Illinois

MAKE PLANS NOW TO ATTEND! • RUSH THIS COUPON TO US FOR COMPLETE PARTICULARS

Name ____ Title ____
Company ____
Address ____
City ____ Zone ____ State ____

THE DARTNELL INSTITUTE
4652 Ravenswood Ave., Chicago 40, Illinois

Gentlemen:

Please rush me further information and registration forms for your 2-day Executive Demonstration, April 26-27, 1960.

Britain's Ann Ford Flashes Gams, Stresses Packaging, Says TV 'Doesn't Sell Hosiery'

CHICAGO, March 29—A rich, leggy, egocentric Englishwoman hung up her housewife's apron two and one-half years ago and sparked a marketing campaign that has tripled the earnings of her husband's hosiery concern, British Bear Brand Ltd.

"I was wasting my brain keeping house," Ann Ford told ADVERTISING AGE. Now she reportedly is the "only woman in the world" holding a top management post in the hosiery field.

How do men feel about this? "After all," she replies, "I've proved [to them] I'm right, haven't I?" If by being "right," Mrs. Ford means successful, then she has been right, all right.

Her mission here and in New York is dual. She has applied for a patent on new packaging designs for British Bear Brand hose to insure the design against copying by American exporters, and to see "what I can import into my own country . . . if there is anything [the U.S.] has to offer that we can't do ourselves."

She is unwilling to cite the ad budget figures of her husband's company, but is quick to boast that advertising expenses have been cut at least one-third since she joined the board of directors.

■ Mrs. Ford's newest packaging idea—to which she attributes a "tremendous" amount of Bear Brand's growth—is triggered by the apparent "magic" of U.S. names and places to Englishwomen. Each package—about 22 in all—is emblazoned with the name of a famous U.S. city, sight, state or Broadway show. Along with the titles are illustrations. The package is trimmed in gold, and somewhere in a secluded cranny (placing is different for each package) Bear Brand hosiery is "softly" mentioned.

On the reverse side of the cellophane package, the stockings may be glimpsed, along with data on their dimensions, style numbers and shades.

"Repackaging is costly," notes Mrs. Ford, "but nothing else will pay off so well."

■ "Simplicity is the soul of good advertising," she believes. There is nothing clever—"nothing oblique"—in Bear Brand ads, she notes, adding, "Women don't want to see a pair of legs drawn like spaghetti."

In fact, legs aren't used at all. Mrs. Ford doesn't believe in showing legs when you are advertising hosiery, since "we all know what legs look like." (Her own legs, however, have made many appearances in plugging Bear Brand during her world travels.)

And tv? "Before I joined the company," she asserts, "a great deal of money was wasted on television advertising. It will not sell hosiery."

Mrs. Ford's company has no tie-in with Bear Brand Hosiery Co. of the U.S., except in name and parentage, for which the British company pays a royalty.

Agency for British Bear Brand is Masius & Ecrgusson, but Mrs. Ford says it is used only for "spacing and placing and some artwork. If they do come up with anything worth having," she adds, "I'll buy it."

Meanwhile, her own ideas on color, design, packaging, advertising and point of purchase material parlayed British Bear Brand earnings from £25,000 to £90,000 to £180,000 in three years. ≠

Manning Named Coast Rep

Paul Manning has been named West Coast advertising representative of *Applied Hydraulics & Pneumatics Magazine*, published by Industrial Publishing Corp., Cleveland. He will headquarter in the corporation's Los Angeles office and will cover California, Oregon and Washington. Before joining the company, Mr. Manning was assistant managing director in charge of the western division of Business Publications Audit of Circulation.

Chester Gore Adds Haymaker; Names Lerman Space Buyer

Haymaker Shoe Corp., New York, has appointed Chester Gore Co., New York, to handle its advertising and sales promotion. Lester Harrison Inc. previously handled the account.

Florence E. Lerman, formerly a space buyer for Willard B. Golovin Corp., has joined Gore in the same capacity.

Kelly Girl to Ross Roy

Ross Roy Inc., Detroit, has been named by Kelly Girl Service Inc., supplier of temporary bonded office help, to handle its mail advertising. The Kelly company has 120 offices coast-to-coast, with headquarters in Detroit. The account has a yearly volume of about $200,000. Cleveland, LaRue Inc. handled it before.

Larrabee Opens PR Office

Larrabee Associates, Washington, has formed Larrabee Ltd., a public relations company, which will service the agency's clients and Washington clients of Monroe B. Scharff & Co., New York public relations company.

Fitchette Named Manager

James Fitchette, a member of the public relations staff of Phillips Petroleum Co., Bartlesville, Okla., has been named division manager. He succeeds Carstens Slack, who has joined Phillips' Washington office as manager.

'Baby Talk' Offers Regionals

Baby Talk, effective with its July issue, will offer regional editions covering New England, Mid-Atlantic, South, Midwest, West and Metropolitan New York.

Hey . . .

the behind-the-scenes story of how Ford planned and pre-costed the Falcon will be told in the May 23 Value Analysis issue of Purchasing Magazine.

It's quite a story—seems they turned the whole cost control job over to Purchasing.

Closing date? May 2. Want in? Lots do!

TONNAGE

When is a heavy weight of advertising dollars bound to succeed? And when is "Tonnage" bound to fail? Is the smartest advertiser the one with the biggest budget? If you look at the history of advertising, you will observe the following facts: There are advertisers who slackened, or weakened their efforts (sometimes at critical times) and the results can be seen in the forgotten trademarks of the past. On the other hand, there are advertisers who mounted massive advertising campaigns—costing many millions of dollars—who have failed to increase their sales. The question of the advertising appropriation should always be preceded by these questions: Do I have an idea which will sell my product? Has my agency been thorough enough to arrive at a sound selling strategy, and ingenious enough to express it in an arresting and interesting way? If the answers to these questions are "yes," advertising tonnage can be regarded as an investment, instead of an expense. Everything depends on the idea. Ideas sell products because—people buy ideas.

Not a ripple in your coffee ... for there's no vibration aboard Boeing 707 jetliners. No travel fatigue. You arrive rested, refreshed, looking your best. More than a million women passengers—three million passengers in all—have flown on the 707. It's the jetliner you and your family will want to take next trip.
BOEING 707 and 720

FIRST—*This is the first in a series of four-color junior pages beginning in April in Ladies' Home Journal as part of Boeing Airplane Co.'s first campaign directed to women.*

Boeing Woos Femmes in 'LHJ' Campaign

SEATTLE, March 29—Boeing Airplane Co. has the distinction of being the first jet airplane manufacturer to launch a magazine ad campaign directed to women.

The campaign will begin in the April issue of the *Ladies' Home Journal*. A series of six four-color junior page ads for the Boeing 707 and the 720 jet planes will run in the *Journal* during the year.

Each of the ads will feature illustrations and copy designed especially to appeal to a feminine audience. Some will contain exterior and interior views of the jet plane. The series is designed to familiarize women with the Boeing models.

■ Boeing decided to undertake this series of ads following intensive research studies which revealed the increasing influence of women in air travel.

Ladies' Home Journal will back the campaign with an extensive merchandising program in travel and ticket agencies across the country. The program includes point of sale plaques, display cards and booklets telling airline agents how to sell women on flying. The *Journal* also will initiate a merchandising program in department stores tying in jet plane travel with women's fashions.

Fletcher Richards, Calkins & Holden in Seattle and New York is the agency.

The Boeing campaign in *Ladies' Home Journal* is part of a larger jet travel drive scheduled by the advertiser. Other magazines on the spring schedule are *Holiday, Newsweek, Sunset Magazine, The New Yorker, The Saturday Evening Post, Time* and *U. S. News & World Report.* #

Researchers Weigh New Industry Research Group

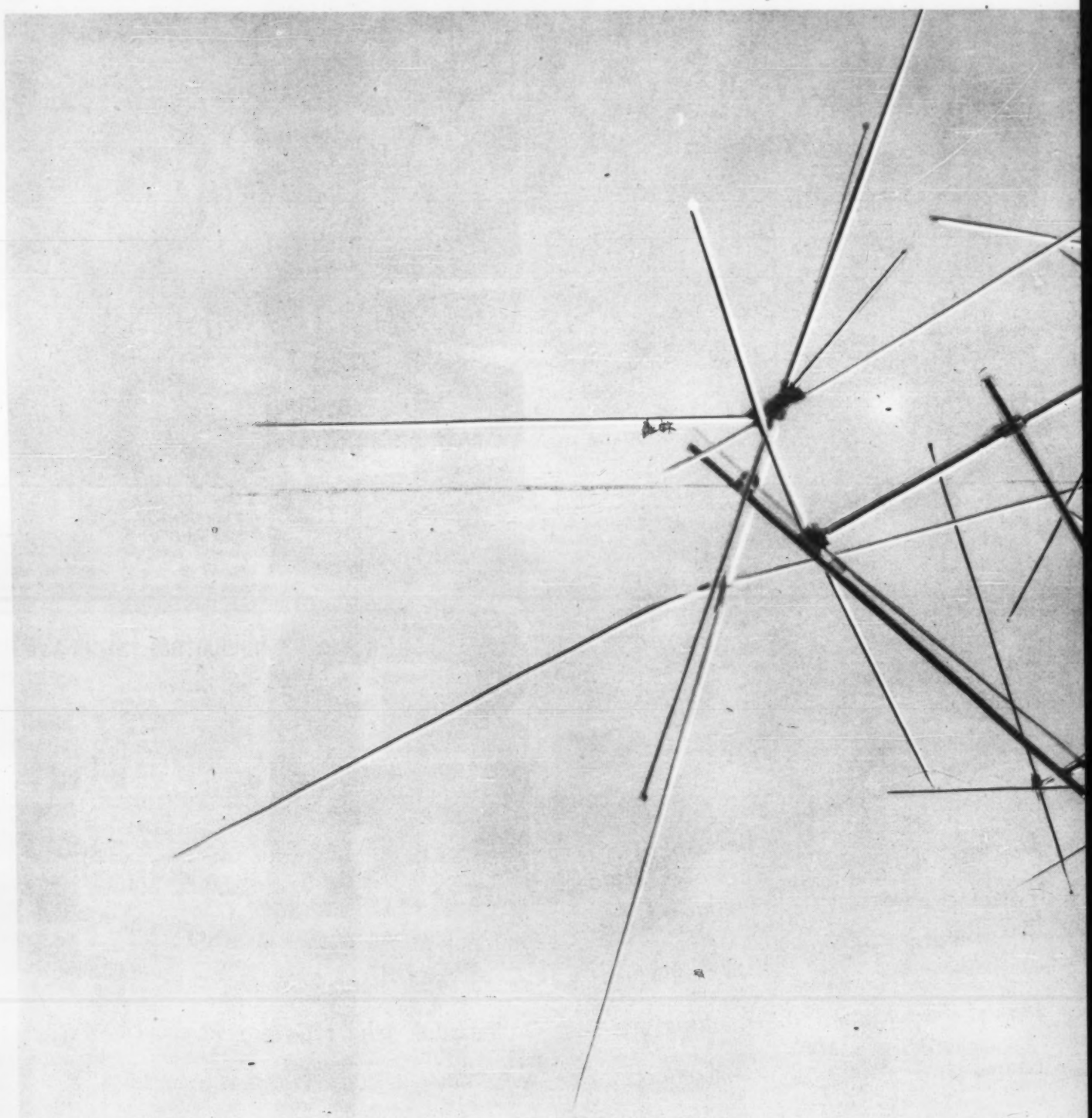
Four researchers are contemplating formation of an industry research association—American Research Bureau, C. E. Hooper Inc., Pulse and Trendex. The new body would (1) help buyers use ratings and try to clear up misconceptions about them, (2) set up code of practice for researchers, (3) recommend uses of the data in trade advertising, (4) help represent the broadcast industry before legislative and other groups, and (5) retain outside sampling and statistical authorities to study research techniques.

The proposed project has grown out of concern over a bill introduced in the New York Assembly which would require broadcast rating services to disclose full data on their rating methods.

Wickersham Heads SCI

James C. Wickersham has been appointed president of the SCI division of Communications Affiliates, a McCann-Erickson unit. SCI handles sales promotion, direct mail and sales meetings. Mr. Wickersham has been an SCI staffer almost from its founding three years ago. He was previously a McCann account executive.

℞
Selling Pharmaceuticals?
Here's a preferred market-at a popular price: for less than 5¢ apiece, you reach 85,000 dentists in a magazine they read devotedly. May we give you facts and figures?
Oral Hygiene
PITTSBURGH, PENNSYLVANIA


delivers the largest audience in Washington

Networks Say 'No' to SRA Bid to Air Problems Together

John P. Blair, acting president of Station Representatives Assn., New York, has received letters from all three tv networks in response to SRA's invitation to a joint meeting to air common sales and program problems. The networks said they didn't consider a meeting appropriate at this time. All pointed out they have duly constituted affiliate groups to deal with such problems when they come up. This is the reaction anticipated by industry sources (AA, March 21).

NBC's letter explained that since the subjects proposed for discussion involved sales and programming policies, for which each network is individually responsible, it did not feel it wise to discuss these matters with competing networks and station representatives. The NBC answer hinted there also might be a substantial legal problem involved regarding anti-trust laws.

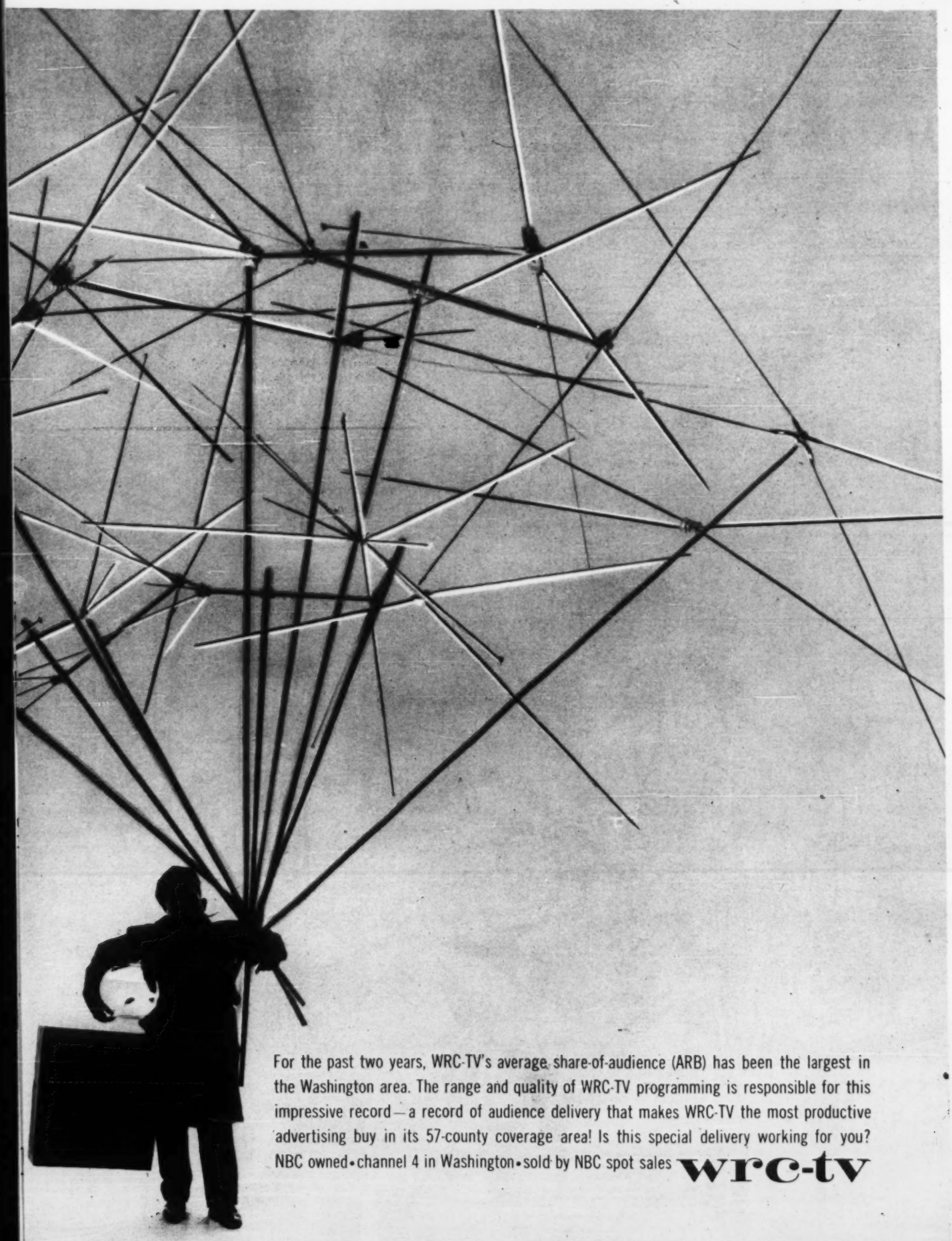
Ayer Cup Date Selected

Monday, March 14, has been chosen by lot as the date of issue for newspapers entering the 30th annual newspaper contest for the Ayer Cup, sponsored by N. W. Ayer & Son, Philadelphia. Papers submitted will be judged for excellence in typography, makeup and printing. Deadline for receipt of entries at Ayer Galleries, W. Washington Sq., Philadelphia, is April 13. All English-language dailies in the 50 states are invited to compete.

'Houston Chronicle' Boosts Two

Richard N. Merrill has been named manager of the general advertising department of the *Houston Chronicle*, succeeding M. J. Gibbons, who has been named assistant to the advertising director. Mr. Gibbons joined the *Chronicle* in 1929.

HARRY B. WARNER *has been named president of B. F. Goodrich Chemical Co., a division of B. F. Goodrich Co., effective May 1. Mr. Warner, former division marketing vp, succeeds John R. Hoover, who has retired.*



For the past two years, WRC-TV's average share-of-audience (ARB) has been the largest in the Washington area. The range and quality of WRC-TV programming is responsible for this impressive record—a record of audience delivery that makes WRC-TV the most productive advertising buy in its 57-county coverage area! Is this special delivery working for you? NBC owned • channel 4 in Washington • sold by NBC spot sales **wrc-tv**

NARGUS BULLETIN

is the SUPER market for SUPERMARKETS

It's SUPER Because

NARGUS BULLETIN

readers control their own purchases in 112,000 food stores with annual sales of $24 billion, representing 44% of total food business.

NARGUS BULLETIN

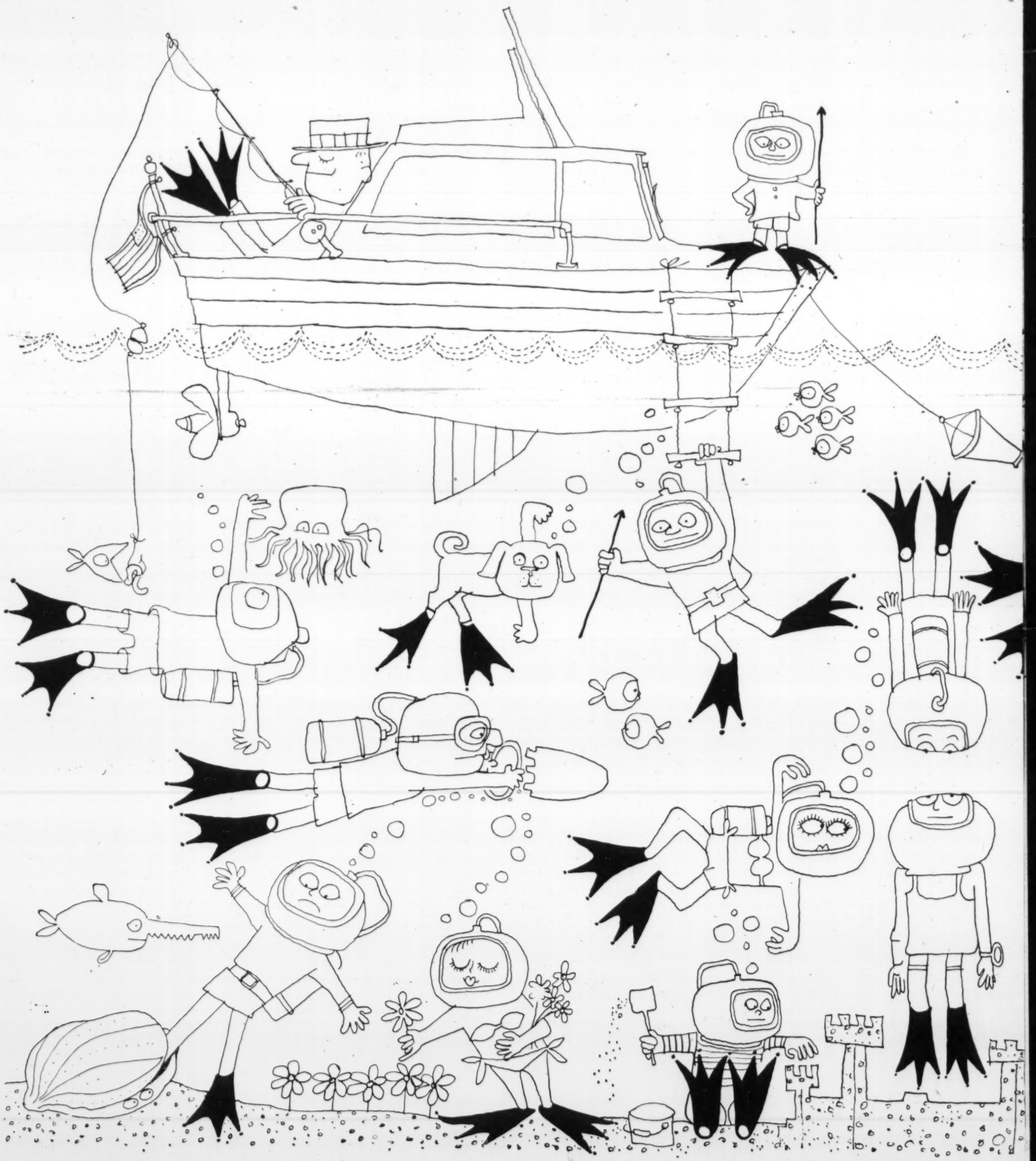
reaches 80% of all supermarkets (exclusive of national chains), 50% of all superettes, all voluntary and cooperative group headquarters and all members of National American Wholesale Grocers Association and National Food Brokers Association.

NARGUS BULLETIN

is the outstanding monthly magazine in the food distribution field. Published by National Association of Retail Grocers of the United States.

NARGUS BULLETIN

YOUR SUPER-SALESMAN
360 N. Michigan Ave.
Chicago 1, Illinois



Media's Law:

To a seller of swim fins the pulling power of an advertising medium is equal to the number of swim fins sold.

To media men, pulling power is influenced by several inter-related factors.

The law or formula looks like this:

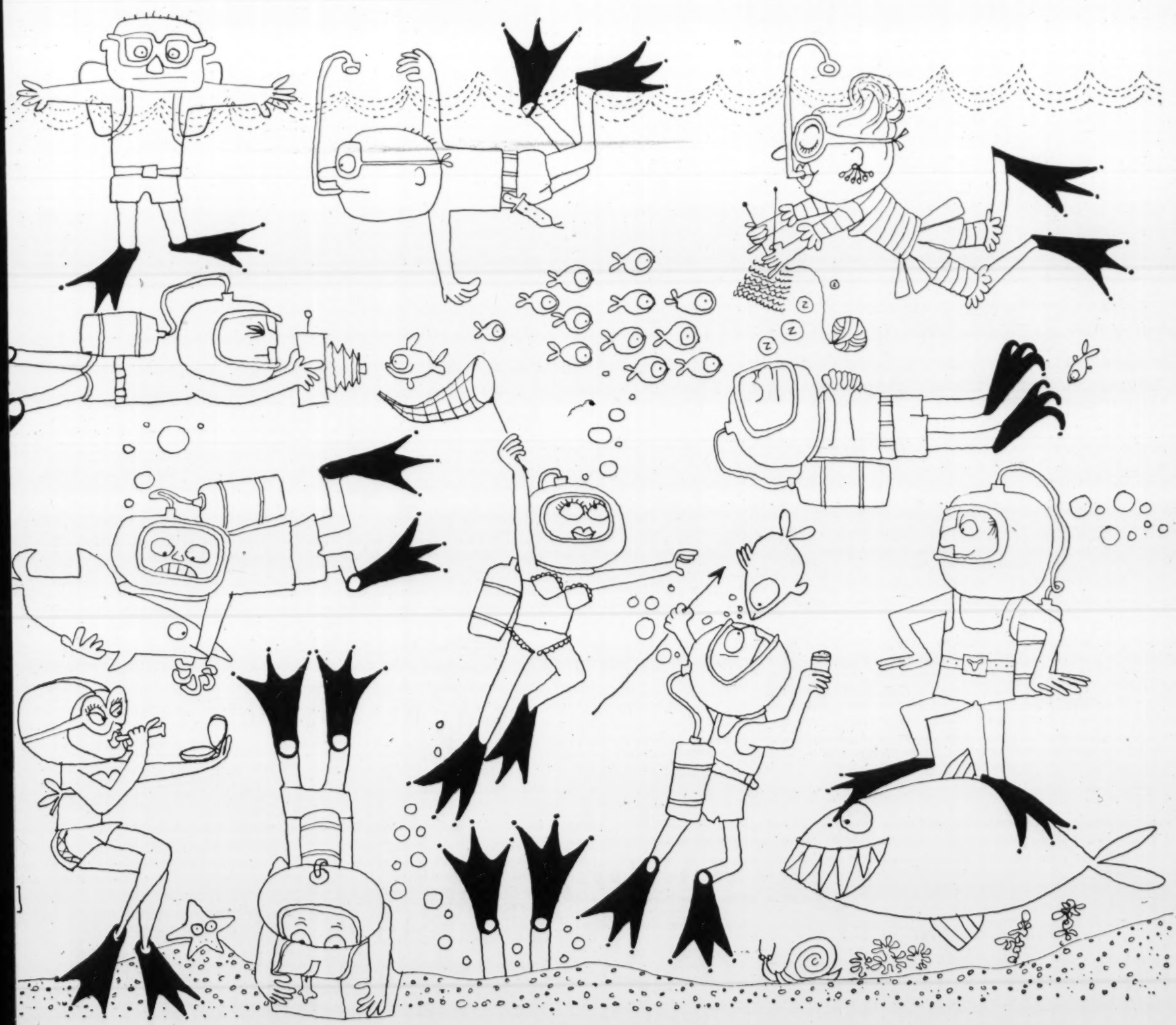
Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, out-pulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune



BANGOR

A.B.C. RETAIL TRADING ZONE

MAINE'S LEADING MARKET

Here's where most of your Maine sales are made

...or can be made

Seven of Maine's 16 counties in our ABC Retail Trading Zone account for 38.5% of the State's population—35.4% of the Net Income. Send for factual folder about this growing market and its dominant advertising medium, the

Bangor Daily News

Maine's Largest Daily—73,760 (A.B.C.)

Represented by JOHNSON, KENT, GAVIN & SINDING, Inc.

HOW TO START AN ITCH (TO BUY)

No need to resort to hairshirts, fleas or poison ivy. The kind of stimulation that results in sales is better aroused by Mass Mail.

Mass Mail is the versatile new medium for advertising, sales and research. It combines the direct impact and individual appeal of a personal letter with the broad coverage of other mass media.

It also allows the smart practitioner to predict the return from his mass effort on the basis of small, economical tests.

Lemarge is one of the pioneers of Mass Mail. Over the years, we have developed scientific techniques for Mass Mail advertising, sales, market and product testing.

This advertising and marketing know-how is backed up by technological ingenuity and one of the Midwest's largest mechanized mailing plants. We can address, label, collate and insert more than a million mailing pieces daily.

Right now, we are serving some of the nation's largest advertisers and agencies in the planning, creation, production and processing of Mass Mail campaigns. We'd be happy to have you among them. We think you'd find it profitable, too.

Mass Mail Specialists

LEMARGE

Lemarge Mailing Service Company • 417 So. Jefferson Street • Chicago 7

Nielsen Network TV

Two Weeks Ending March 6, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	21,289
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	19,707
3	Winter Olympics—Sun. 2 p.m. (Renault, CBS)	18,939
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	17,538
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	17,447
6	Bing Crosby Show (Oldsmobile, ABC)	16,769
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	16,724
8	Bob Hope Show (Buick, NBC)	15,413
9	The Real McCoys (Procter & Gamble, ABC)	14,961
10	Winter Olympics—Tues. 7:30 p.m. (Renault, CBS)	14,826

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	48.0
2	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	44.7
3	Winter Olympics—Sun. 2 p.m. (Renault, CBS)	43 3
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	39.7
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	39.3
6	Bing Crosby Show (Oldsmobile, ABC)	38.1
7	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	37.8
8	Winter Olympics—Tues. 7:30 p.m. (Renault, CBS)	35.2
9	Bob Hope Show (Buick, NBC)	34.9
10	Perry Mason Show (Several sponsors, CBS)	34.3

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	18,894
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,990
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	16,724
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	15,504
5	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	14,012
6	The Real McCoys (Procter & Gamble, ABC)	13,967
7	Bing Crosby Show (Oldsmobile, ABC)	13,741
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	13,650
9	Wanted, Dead or Alive (B&W, Kimberly Clark, CBS)	12,656
10	Ford Show (Ford, NBC)	12,656

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	42.8
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	40.5
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	37.8
4	Red Skelton Show (S. C. Johnson, Pet Milk, CBS)	35.0
5	The Real McCoys (Procter & Gamble, ABC)	32.0
6	Ed Sullivan Show (Colgate-Palmolive, Eastman Kodak, CBS)	31.6
7	Bing Crosby Show (Oldsmobile, ABC)	31.2
8	Price Is Right—8:30 p.m. (Lever, Speidel, NBC)	31.1
9	Perry Mason Show (Several sponsors, CBS)	29.2
10	77 Sunset Strip (Several sponsors, ABC)	29.2

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Elgin Watch Names Agency

Elgin National Watch Co., trade materials-industrial sales division, Elgin, Ill., has appointed Robertson, Buckley & Gotsch, Chicago, to handle its advertising. J. Walter Thompson formerly had the account. Beside the use of trade publications, greater emphasis will be placed on direct mail, merchandising campaigns and public relations.

Caples Adds Three Accounts

Caples Co., Chicago, has been appointed to handle advertising for Arrivals Ltd. (cosmetics) and Stiffel Co. (lamps), both of Chicago, and Cicero Federal Savings & Loan Assn., Cicero, Ill. The agency also has promoted Ray A. Hansen, Norman J. Phelps and Jack H. Stilwill to vps. William J. Nelson has been named radio-tv director.

WE'RE ON THEIR LIST!

It's one of the largest shopping lists in business . . . made up by the buyers for nursing homes or homes for the aging. These homes, and there are more than 16,000 of them to date, need everything from bedpans to beauty aids.

You can get the staggering facts by reading our B P R D ad or writing to

PROFESSIONAL *nursing home*

THE MILLER PUBLISHING CO.
2503 Wayzata, Minneapolis 40, Minn.
Business Journalists Since 1873

HOW TO WIN NEW BUYERS

by the millions!

Today's marketing specialist knows that the heavy-spending consumers of the dynamic Industrial North and East, who generously expend their seemingly limitless buying power, are the decisive customers to woo and win in the struggle for national brand dominance.

Within 227 counties of the Industrial North and East, where 26% of total U. S. Retail Sales are made, FIRST 3 MARKETS GROUP delivers an audience of 44% of all families.

Profitably apply a modern version of the "Pied Piper" by using a strong advertising campaign in FIRST 3 MARKETS GROUP to attract and win new buyers by the millions.

To make your advertising sell *more* where *more* is sold . . . it's FIRST 3 FIRST!

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine
Chicago Sunday Tribune Magazine
Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Merchandising Ideas

Standard Gives Farm Digest

• A pocket-size digest of articles from farm magazines read by midwestern farmers is being published by Standard Oil Co. (Indiana) for free distribution to farm homes. The new "Digest of Farm News," which made its first appearance in March, is being circulated to nearly 500,000 farm families by Standard Oil agents. The publication will be issued six times a year.

Included in the first 52-page issue were a woman's page, sports article, almanac and horoscope, puzzles, tricks and games, 4-H Club and Future Farmers of America news, reports on farm prices and pending farm legislation and suggestions for better tractor care.

Kites Boost Perma-Lift

• Retailers will be flying kites this spring, thanks to A. Stein & Co., Chicago, maker of Perma-Lift girdles and brassieres. The kites, being supplied to demonstrate the "lightweight and cool-as-air" features of the new Perma-Lift Magicool girdles, may be attached to counter, aisle and window displays. Included in the Magicool promotion kit are three kites, a mobile unit, banners, streamers and counter cards.

Big Yank Offers Burpee Seeds

• Reliance Mfg. Co., New York, is putting a little extra "spring" into its 1960 sales. A current promotion, begun appropriately on the first day of spring, offers purchasers of Big Yank matched pants and shirt sets an opportunity to send for a Burpee summer garden. With every purchase of Turnabouts wash n' wear cotton shirts and pants, the customer receives a Turnabout tag which he may send with 25¢ to receive the seed collection, worth $1.55, according to Reliance.

Reliance is backing the promotion with facing half pages in *Look* May 24, plus a direct mailing to retailers which includes a sample packet of seeds.

Booklet Pushes Pickles

• Armstrong Cork Co., Lancaster, has published a booklet, done in cartoon style, as an aid to pickle packer salesmen in calling on grocery and supermarket accounts. The booklet, titled, "I Ran the Supermarket," used a hypothetical character, the third assistant manager of a supermarket, who made a sales success with pickles as a "big volume and big margin" item. It is available through Armstrong sales representatives.

PICKLE STORY—*Armstrong Cork Co. has published this booklet, telling how pickles can boost grocery and supermarket profits, as an aid to the pickle packing industry.*

Film Shows Florists How

• A new color film that aims to show florists how they can get more business by telephone selling and promotion has been made available for showings to florist groups by the Bell Telephone System. The 30-minute motion picture, "Cash on Your Line," stars Stubby Kaye, Broadway and Hollywood entertainer, backed by a dozen Hollywood performers who dramatize in songs and skits the selling points of "flowers by phone."

Set in a florist's shop, the film includes ideas on how a florist can increase the order, suggest substitute items, receive orders by phone and place long distance orders. Florist groups may arrange showings of the film by contacting their local Bell Telephone manager.

Lumber Group Booklets Out

• West Coast Lumbermen's Assn., Portland, has brought out an eight-page color brochure, "Individuality in Home Planning," that pictures houses in West Coast wood and carries three-dimensional cutaways to show floor layouts. Copy stresses individuality and flexibility possible in architectural designs with wood construction. The booklets are distributed through lumber and building materials dealers.

As a result of inquiries growing out of the forest products pavilion at the recent Oregon Centennial Exposition, the association also has published an eight-page booklet, "Construction & Analysis of Simple Hyperbolic-Paraboloid Shells of West Coast Lumber." Photographs show how the pavilion was constructed, and the hyperbolic-paraboloid shell is analyzed. With this construction, spans up to 100' are possible, covered with only two layers of 1" boards. #

Midas to Co-Sponsor Jack Paar Special; Will Use 'Silent' Spot

Midas Inc., Chicago, has bought half sponsorship of an hour special April 26 on NBC-TV, with Jack Paar as star and producer, and will launch a new 60-second film commercial for Midas mufflers, with only seven words of audio. For 57 seconds the sell will consist of animated flash cards, shown with a soft piano music background. Elgin National Watch Co., co-sponsor, originally bought the entire show (AA, Feb. 15).

The new Midas tv commercial, now being produced by Animation Inc., is one of a series of seven slated for spring and summer. Edward H. Weiss & Co., Chicago, is the agency.

Borta Joins Banthrico

Frank W. Borta has been appointed advertising and sales promotion manager of Banthrico International, Chicago, producer of custom made cast replica coin banks. Mr. Borta formerly was with Zenith Radio Corp. and Leo Burnett Co.

Denial Associates Moves

Denial Associates, Detroit agency, has moved to larger quarters at 15926 Puritan Ave.

A friendly word to the men and women of the press
. . . from Amana,
now owners of the trade-mark Deepfreeze.

there's a capital D in Deepfreeze®...
just as there is a capital A in Amana®*

Over the years you have been extremely kind and generous in your news and editorial references to one of the outstanding products of American industry... the Deepfreeze Home Freezer. You have helped to give it world fame and respect. And we sincerely hope you continue to be as generous as long as there are presses to run and news to print.

However, for our protection as owners of a valued trade mark, we would like to suggest this—that you use the name Deepfreeze only when you are referring to a Deepfreeze Home Freezer. When you are referring to freezers in general, we would appreciate your simply calling them home freezers. It is easy to do and will keep your stories at their present high level of accuracy.

As you know, Deepfreeze is now a division of Amana Refrigeration, Inc.—and Deepfreeze chest-style home freezers are made with the same superb quality and traditional Amana craftsmanship which have made Amana famous as the world's leading manufacturer of food freezers.

If you are interested in the advantages of the world's finest food freezers—upright or chest models—we cordially invite you to visit your friendly Amana dealer. He will be happy to explain to you how an Amana or Deepfreeze Home Freezer can contribute so much to better living for you.

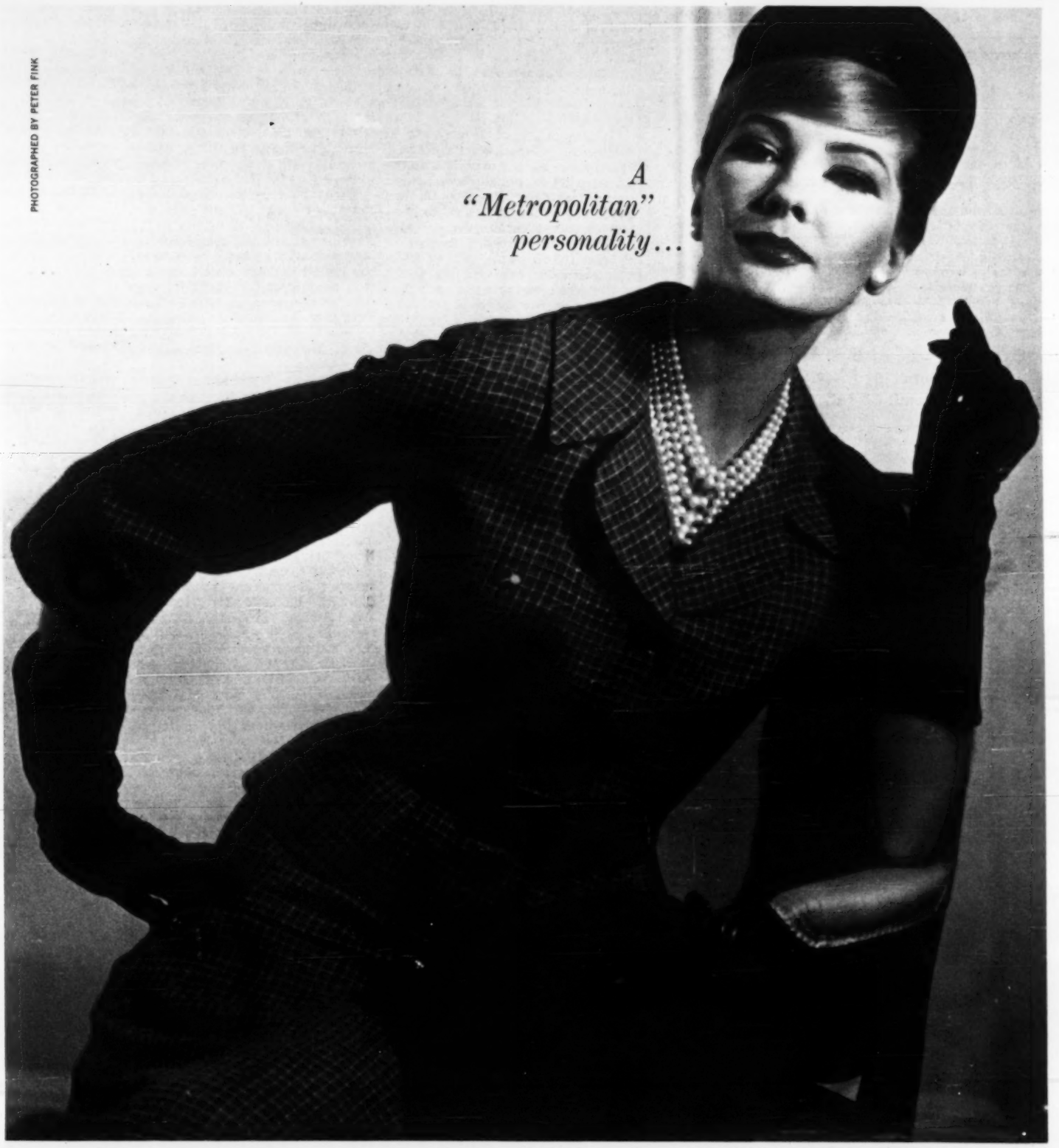
*And both are followed by a ®.

Deepfreeze®
HOME FREEZERS
Made only by Amana®

Amana Refrigeration, Inc., Amana 62, Iowa
World's Leading Manufacturer of Food Freezers — Also Producers of
Freezer-Plus-Refrigerators • Room Air Conditioners • Central System Air Conditioning • Dehumidifiers

WESTERN HORSEMAN
149 Advertising Agencies Placed 167 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

PHOTOGRAPHED BY PETER FINK



More and more people are better informed and better entertained through spending time with a "Metropolitan" personality—a personality like each of our widely-recognized properties.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TELEVISION STATIONS: New York WNEW-TV; Washington, D.C. WTTG-TV; Peoria/Illinois WTVH; Stockton-Sacramento/California KOVR-TV.
RADIO STATIONS: New York WNEW; Philadelphia WIP; Cleveland WHK; OUTDOOR: Foster and Kleiser.

S-P Names Import Managers

Studebaker-Packard Corp., South Bend, Ind., has named two sales managers for its imports: Heinz Waizenegger for Mercedes-Benz and R. A. Baldwin for Auto Union-DKW. Both cars are handled in the U.S. by Mercedes-Benz Sales, an S-P subsidiary. Mr. Waizenegger and Mr. Baldwin have been with M-B Sales since 1957. F. L. Armstrong continues as general sales manager.

BROCHURES • CATALOGS • DIRECT MAIL
ADVERTISING PRODUCTION
Deal direct with one source — at one location
• Creative and finished art work • Photography
• Complete litho camera and plate service
• Our supervision, coordination and facilities make better advertising easier
Metachrome, Inc. 9 E. Ohio St., Chgo 11
111 Michigan 2-6407

FREE! Fact-Packed Newsletter on Direct Mail Advertising

Latest ideas, techniques and methods you can use for practical, proven, profitable mailing results!

Keep up-to-date with all the newest developments in the Direct Mail field. This handy newsletter brings to your attention expertly analyzed, thoroughly tested ideas to improve your results . . . give you more for your mailing dollar! Published by *The Reporter of Direct Mail Advertising*, this unique FREE newsletter service tells you where and how to get the facts and articles you need to make your direct mail produce more profitably than ever before! No need to search for the answers . . . DM Newsletter does it for you! To get this newsy direct mail guide regularly—*without cost or obligation*, attach this ad to your business letterhead and mail it NOW to:

The Reporter of Direct Mail Advertising
240 Seventh Street, Garden City, N.Y.
The Magazine of Business Promotion

FTC Examiner Says Giant Food Misuses Ad Allowances

WASHINGTON, March 29—A Federal Trade Commission hearing examiner held last week that Giant Food Inc., big Washington supermarket chain, has engaged in exactly the kind of offenses Congress had in mind when it passed the Robinson-Patman Act to prevent big merchandisers from seeking discriminatory advertising allowances from suppliers.

After more than five years of preliminary legal skirmishing, hearing examiner Loren H. Laughlin filed an initial decision which found that Giant tried to induce about 500 of its suppliers to contribute to a 19th anniversary sale in 1955, and succeeded in getting at least 150 to pay a total of $37,875. The examiner said the terms of the arrangement were such that suppliers ordinarily could not make similar benefits available to other food stores competing with Giant.

■ Giant's officials must have known, he said, that many suppliers paid the requested sums only because of its tremendous buying power. "It requires no great seer to know that a concern doing over $60,000,000 worth of business can exert an economic pressure upon its sellers, large and small, to obtain concessions that no small competitor could possible obtain." Mr. Laughlin said these subtle attempts of this very large buyer to obtain special concessions are improper. "Such conduct is one of the monopolistic types the Robinson-Patman Act is intended to prevent."

■ He noted that "at most, the chain spent slightly more than $15,000 in behalf of the suppliers who contributed to the sale. A substantial amount, including $6,872 for radio-tv spots, was of no direct benefit to these suppliers," he said.

Since the original complaint in November, 1955, Giant has appealed procedural decisions to the commission, and the complaint has been amended at least twice. FTC has issued consent orders against from several of the suppliers who have participated in Giant's sale. FTC also has another complaint against Giant, involving deceptive use of list prices in comparative pricing ads.

His decision is subject to review by the commission. ≠

NOAB Shifts Personnel in Chicago, New York

National Outdoor Advertising Bureau, New York, has appointed John Hembre, formerly an account supervisor in Detroit, as an account supervisor in New York, succeeding Ben J. Eagan, recently named New York branch manager.

Martin Conroy, formerly poster contract department manager in Chicago, succeeds Mr. Hembre, and Dwight Hooten, formerly manager of poster contracts in New York, succeeds Mr. Conroy in Chicago. Carlton McCarter, formerly an assistant poster contract manager in New York, has been named manager, and Rudolph Zeman, formerly field representative, succeeds Mr. McCarter. NOAB also has named Paul L. Richey, formerly San Francisco branch manager, assistant to the vp, a new post; John H. Moody, formerly a field representative, assistant office manager in San Francisco; and W. Douglas Lohman, assistant manager of the paint contract department.

First TV Station in Panama

RPC-TV, Spanish language tv station, Panama's first and one of Central America's most powerful, went on the air for the first time this month. It is estimated that there are close to 10,000 tv homes in the Canal Zone and Panamanian republic.

Cling Peach Ad Setup Seen Unhurt by Revolt Threat

SAN FRANCISCO, March 29—Leaders of California's cling peach industry are going full steam ahead with their $1,250,000 advertising campaign, confident that growers and canners will vote to continue the farm marketing order which created the Cling Peach Advisory Board 12 years ago.

Spokesmen for the industry, both here and in California's rich agricultural belt, told ADVERTISING AGE that by May 1 "all of the votes should be in and by that time even the small group of growers in the areas east of Stockton who are opposed to the marketing order will have become reconciled to its continuation."

There are some 3,000 growers and 35 canners in California involved in the industry, which had a 1959 output of 571,000 tons of cling peaches produced, distributed and promoted in a unique "self-help" program completely free of any state or federal government subsidies.

■ The Cling Peach Advisory Board, which has headquarters here, and whose advertising is handled by the San Francisco office of Batten, Barton, Durstine & Osborn, is financed by an assessment which last year amounted to $4.80 a ton.

Of this total, AA was told by William Hoard, advertising manager for the board, approximately $3 is spent on advertising and promotion. The remaining $1.80 is devoted to other board activities, such as grading, quality control, research, etc.

■ Approximately 12% of participating growers have indicated a desire to see the marketing order expire, essentially because they are opposed to quantity and quality controls, AA was told.

The opposition from this 12%, according to peach board executives here, has "succeeded in welding the remaining 88% of the participants more closely together . . . . because every evidence we now have is that the final vote will be overwhelmingly in favor of the board's continuation."

Under the agricultural act creating the various marketing orders authorizing establishment of the advisory boards, the participants are required to vote every three years on whether or not they want the program continued.

In its 12 years existence, the Cling Peach Advisory Board has been a consistent user of practically every advertising medium. It pioneered in developing tie-in campaigns designed to promote the sale of the 20,000,000 cases of canned cling peaches which are produced each year in California.

■ The board's total budget for the 1959-'60 crop year amounts to $1,750,000. Of this, $1,250,000 has been allocated to consumer, institutional and trade advertising. The 1959 budget was approximately $800,000.

Much of the current budget, according to Mr. Hoard, will be spent on development of in-store materials, direct mail, and magazine advertising, with considerable emphasis on joint promotions such as a fruit cocktail program with the pear committee and two campaigns now being developed by BBDO and the board with the nation's dairy industry.

Canners and growers alike

MAGAZINES
Complete YOUR SELLING PICTURE
RADIO
TRADE PAPERS
POINT OF SALE
NEWSPAPERS
DIRECT MAIL
OUTDOOR
TV
Scripto A 675 Service Station produced by AMD
with an Ad Metal
MERCHANDISING DISPLAY
Shelving your product at the point of sale can be mighty expensive. You can lose your investment in other media and your opportunity to increase sales.
An Ad Metal merchandiser, custom-designed for your product, can close the sales your other advertising has opened.
Let AMDCO help put your product in Selling Position.
Send for full color brochure showing how successful merchandisers use Ad Metal Displays to close more sales . . . more profitably.
ADVERTISING METAL DISPLAY CO
CHICAGO 50 • 4621 West Nineteenth Street / Bishop 1-1242
NEW YORK 36 • 11 West 42nd Street / LOngacre 4-8255

don't count heads... count dollars
2nd in Massachusetts
• Consumer Spendable Income
• Retail Sales
SRDs 1/15/60
Springfield (Mass.) Newspapers

RARE—*Hot cling peaches served with hamburger and cheese will be pushed during May and June in Better Homes & Gardens, Ladies' Home Journal, Life and McCall's by the Cling Peach Advisory Board.*

have been almost unanimous in their approval of what the Board has accomplished in advertising and promotion. The growers who might like to see the cling peach marketing order expire, reportedly consist by and large of individuals who grow other agricultural products, such as walnuts, as well as cling peaches. Their opposition is based on reasons other than advertising.

The cling peach crop this year has been big, and prices have not been what the growers consider good.

■ Growers located in low production areas, faced with a decrease in their income from cling peaches, have become concerned with production and prices. It is this concern which sparked an unorganized effort to stimulate a large "no" vote on continuation of the advisory board's work.

The peach picture in California is somewhat complicated by a basic fact of agriculture . . . . that there are two distinctly separate categories of peaches grown. One type is the cling, in which the pits stick and must be cut out; the other is the freestone peach, commonly thought of as the fresh peach, which is softer, and from which the pit can be easily removed.

Both types of peach can be canned, but because the cling is firmer and can be more easily handled, it is the variety which is used in great quantities for canning. The cling, incidentally, is grown only in California.

The freestone peach is grown in 21 states in addition to California and enjoys the promotional services of two groups, the Advisory Board for Tree Fruits, in Sacramento, and the Fresh Peach Advisory Board, in Fresno.

■ The Sacramento group promotes the sale of freestone peaches outside of California, while the Fresno organization devotes itself to in-state promotional activities.

Approximately 5,000,000 cases of freestone peaches are canned each year in California, but the two groups which promote this variety of peach are not involved in the marketing order under which the Cling Peach Advisory Board operates.

Competition between the freestone and the cling is practically nonexistent and the markets for both are quite different. #

U.S. Envelope Names Henry

U. S. Envelope Co., Springfield, Mass., has promoted Thomas A. Henry from assistant manager to manager of advertising and sales promotion.

IAA Will Launch First Issue Of 'Int'l Advertiser' June 1

The International Advertising Assn. will launch its new monthly publication, the *International Advertiser*, on June 1, in time for distribution at its annual convention June 1-3. The publication will supplant the monthly IAA newsletter and will accept a limited amount of advertising.

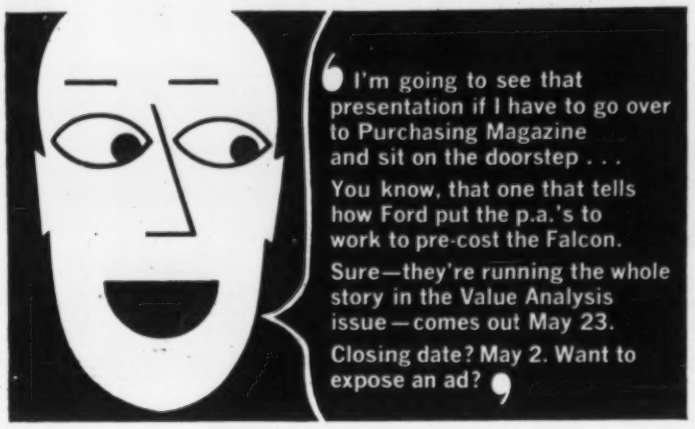
Initially, five full-page ads per issue will be available on a first-come-first-serve basis. Three cover positions will also be sold. The basic page rate has been set at $200. The *International Advertiser* will be circulated only to IAA members, giving it a worldwide circulation of 1,380. Publication plans are under the direction of Daniel C. Kaufherr, vp of Gotham-Vladimir Advertising and chairman of the IAA's newsletter committee.

ABC Adds 55 Members

Audit Bureau of Circulations, Chicago, has added 55 new members since the first of the year, bringing its membership total to 1,058. Included in the new group are 39 national advertisers and 16 agencies.

Dr. Pepper Names Simmons

John C. Simmons, advertising manager of Dr. Pepper Co., Dallas, has been promoted to vp-advertising.


I'm going to see that presentation if I have to go over to Purchasing Magazine and sit on the doorstep . . .
You know, that one that tells how Ford put the p.a.'s to work to pre-cost the Falcon.
Sure—they're running the whole story in the Value Analysis issue—comes out May 23.
Closing date? May 2. Want to expose an ad?

If it's reach you want

. . . Nielsen Station Index gives you *all* the dimensions you need for *all* competitive tv markets:

- total number of homes viewing each station by quarter hour
- total number of different homes reached by successive broadcasts and frequency of reaching them
- detailed composition of each time-period audience

NSI® supplies these useful measurements for both Metro/Central Areas and total station reach—with known and acceptable accuracy.

Send for free specimen reports and descriptive material on NSI nationwide services covering every tv market and major radio markets. See for yourself why, more than ever before, decision makers are relying on Nielsen Reports.

Nielsen Station Index

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

CALL . . . WIRE . . . OR WRITE TODAY FOR ALL THE FACTS

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

0113

Schaefer Sponsors Racing

F. & M. Schaefer Brewing Co., New York, (Batten, Barton, Durstine & Osborn) will sponsor half-hour live telecasts of thoroughbred racing from Aqueduct, Belmont and Saratoga for 30 weeks, starting March 26. The show, with Don Ameche as host, will be aired every Saturday at 4:30 p.m. EST, on WOR-TV, New York, WTEN, Albany, N. Y.; WTOP-TV, Washington; WBZ-TV, Boston, WCAU-TV, Philadelphia, and WHCT, Hartford.

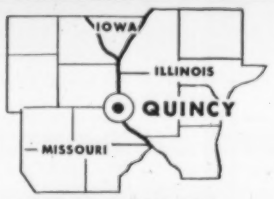
"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

QUINCY, ILL.

HUB OF AN ISOLATED TRI-STATE MARKET

Qualifies as a Major Midwest Test Market

QUINCY IS A VERY IMPORTANT FOOD MARKET. The new Kroger (16,800-sq. ft.) and National Food (18,000 sq. ft.) Super Markets in Quincy's recently opened 29-unit Casto Shopping Center make the Quincy Market TOPS for these great companies in the central midwest (exclusive of metropolitan St. Louis).



ONE NEWSPAPER WIDE

THE QUINCY HERALD-WHIG

HAL CULP, Advertising Manager • Phone BA 3-5100

"Represented by the John Budd Co."

50,111 ABC CITY ZONE POPULATION

Don't 'Service Account to Death,' Clasen Urges Admen

MINNEAPOLIS, March 29—The importance of the account executive as the "pivot man" in the agency-client relationship was pointed up last week by Earl A. Clasen, vp in charge of the grocery products division of Pillsbury Co.

Speaking at the annual meeting of Twin City council, American Assn. of Advertising Agencies, Mr. Clasen noted that it is possible to "service an account to death. But unless you can figure out a way to twist the tail of the consumer, you have no right to exist."

Mr. Clasen joined Pillsbury's advertising department in 1944 and was successively ad manager, director of marketing and manager of the grocery products division before elected to his present post in 1957.

■ Drawing on Pillsbury's experience with Leo Burnett Co. and Campbell-Mithun, Mr. Clasen noted qualities the account executive ought to have.

• First of all, he said, the "pivot man" must be loyal. "There is a lot of maverick in all of us," he said, "but the account executive must demonstrate his loyalty. He must believe in his job . . . I don't want a man who can be had; who will flit from one account to another."

• Second, he must deal with facts. "There is a lot of room for emotion in advertising, and I have respect for 'feel,' but this doesn't mean account people should operate in a vacuum."

• Third, he said, the account executive must be "fearless and forthright." He should state his case and stick with it. "I like contention as long as it has to do with issues, not people," he said.

• Fourth, a good account executive should be able to sell his advertising without "Madison Ave. superlatives," and in his own way.

Mr. Clasen said he objects strongly to "surprise" presentations which leave the client in the awkward position of having to accept or reject projects into which creative people have already put much effort. The good "pivot man," he said, usually does a lot of pre-selling with the client, which Pillsbury encourages. "Surprise your enemies and inform your friends," Mr. Clasen offered.

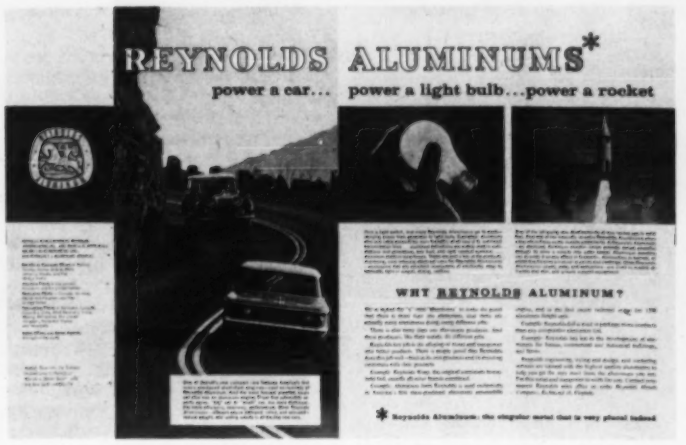
• Fifth, the pivot man must have the authority to cut across lines of authority at the client level. Mr. Clasen said the notion that the account executive must speak only to the advertising manager is "strictly for the birds."

• Sixth, the "pivot man" must be a "builder of men. He must see that his men are working effectively," said Mr. Clasen. He must "mother hen them when they need mother henning" and "give them their due when they have it coming."

■ Two new directors were elected to the Twin City council. They are Norman Best, vp and general manager of Campbell-Mithun, and John W. Forney Inc., both of Minneapolis.

Elected chairman to succeed George O. Ludcke Jr., of the Minneapolis office of Reach, McClinton & Co., was George Alarik, of Batten, Barton, Durstine & Osborn, Minneapolis.

Paul R. Phillips, of Knox Reeves Advertising, was named vice chairman, and Alvin Jaffe, of Jaffe-Naughton-Rich, was reelected secretary-treasurer. #


REYNOLDS ALUMINUMS*
power a car... power a light bulb...power a rocket
WHY REYNOLDS ALUMINUM?
* Reynolds Aluminum: the singular metal that is very plural indeed

PLURAL INDEED—*Reynolds Metals Co. launches its new ad theme for its aluminum with this four-color spread in the March 28 Time. Campaign has the theme: "Reynolds aluminum, the singular metal that is very plural indeed." The campaign will run in Business Week, Fortune, Scientific American and the Wall Street Journal as well as in Time. Clinton E. Frank Inc., Chicago, is the agency.*

FC&B Names Three on Coast

George Anthony has been named media supervisor and Michael Lindsey has been named to the creative staff of Foote, Cone & Belding, Los Angeles. Mr. Anthony previously was media director of Honig-Cooper & Harrington and Stromberger, LaVene, McKenzie. Mr. Lindsey formerly was a copywriter with McKim Advertising and Vickers & Benson in Canada. Alfred Shepard Boote has joined the research staff of FC&B, San Francisco, as account research supervisor. Most recently a market research analyst for California & Hawaiian Sugar Refining Co., he also has been with Dancer-Fitzgerald-Sample in New York.

John Shaw Names Three

John W. Shaw Advertising, Chicago, has added three persons to its staff. They are William Casey, account executive, formerly merchandising manager at Foote, Cone & Belding, Chicago; Peter Grumhaus, account executive, formerly account executive at J. Walter Thompson Co., Chicago; and Richard Hazlett, copywriter, from Keyes, Madden & Jones.

Bickel, Chandler to C&W

Robert G. Bickel, formerly assistant merchandising manager of Bristol-Myers Co., products division, and H. Grady Chandler Jr., previously doing market planning for the Best Foods division of Corn Products Co., have joined the marketing and merchandising department of Cunningham & Walsh, New York.

Think BIG when you think of PHOENIX

When it's media roundup time for you, ride herd on this billion dollar market with the **one** medium that does the **big** job! In seven years Metropolitan Phoenix food sales more than **doubled** to $179,454,000; buying income is **up 94%** to $935,676,000; population has **gained 70%** to 630,000. Penetrate this BUYING POWER with a daily metropolitan coverage of **91.6%**, plus a **63%** bonus state-wide coverage! Corral your share of this great and growing market, Now!

The Arizona REPUBLIC Morning and The Phoenix Gazette Evening Combination

CHAS. E. TREAT, NATIONAL ADVERTISING MANAGER, BOX 1950, PHOENIX, ARIZONA • PHONE ALPINE 8-6811 • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

"No kidding . . . best presentation I ever saw!

That one Purchasing Magazine has on how Ford put its Purchasing Department to work on pre-costing the Falcon.

What a story for industrial purchasing men. What an issue that will be!

Publication date? May 23.

Closing date? May 2. Wanta expose an ad?"

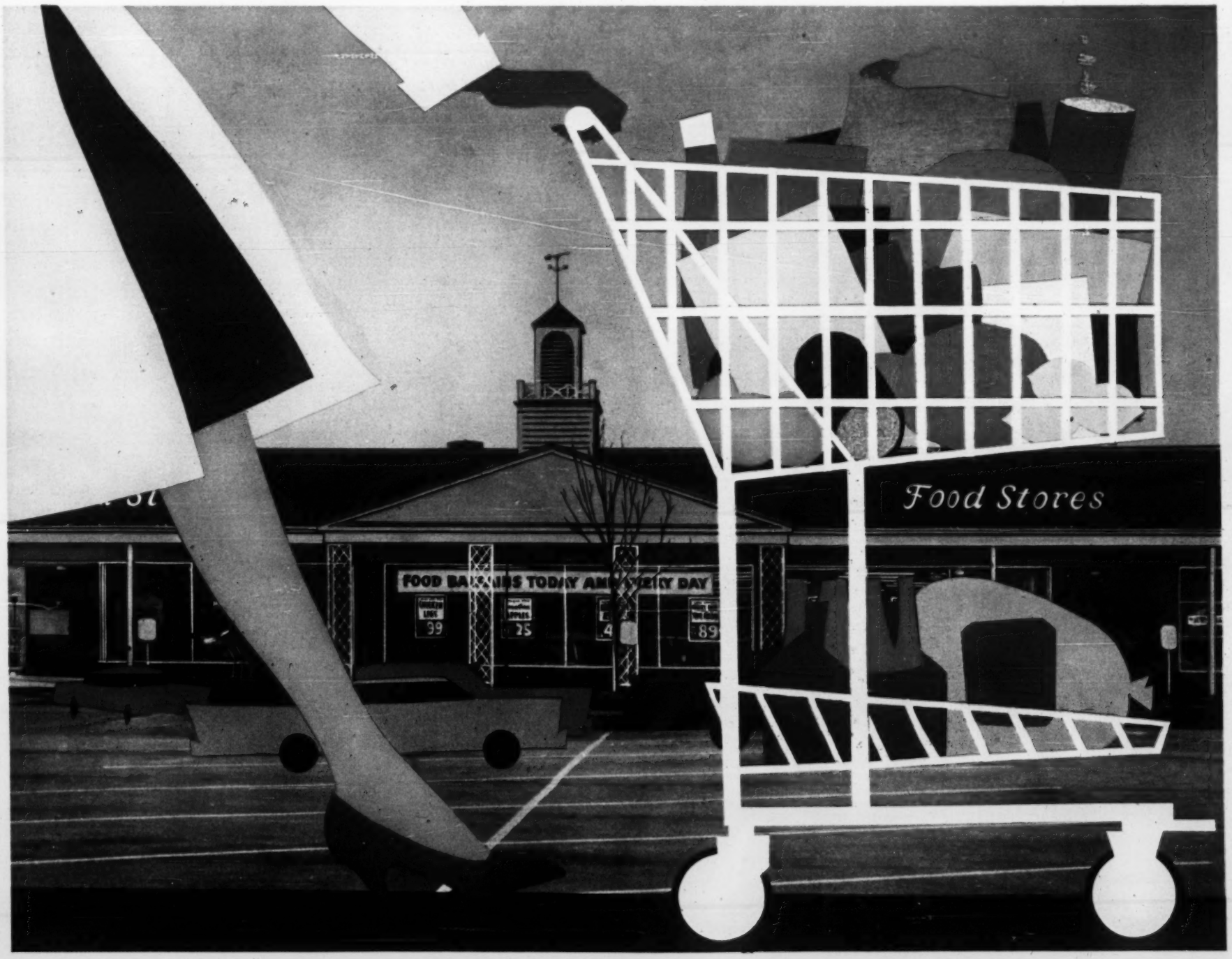
THE LEADER IN **FOOD** ADVERTISING...BECAUSE

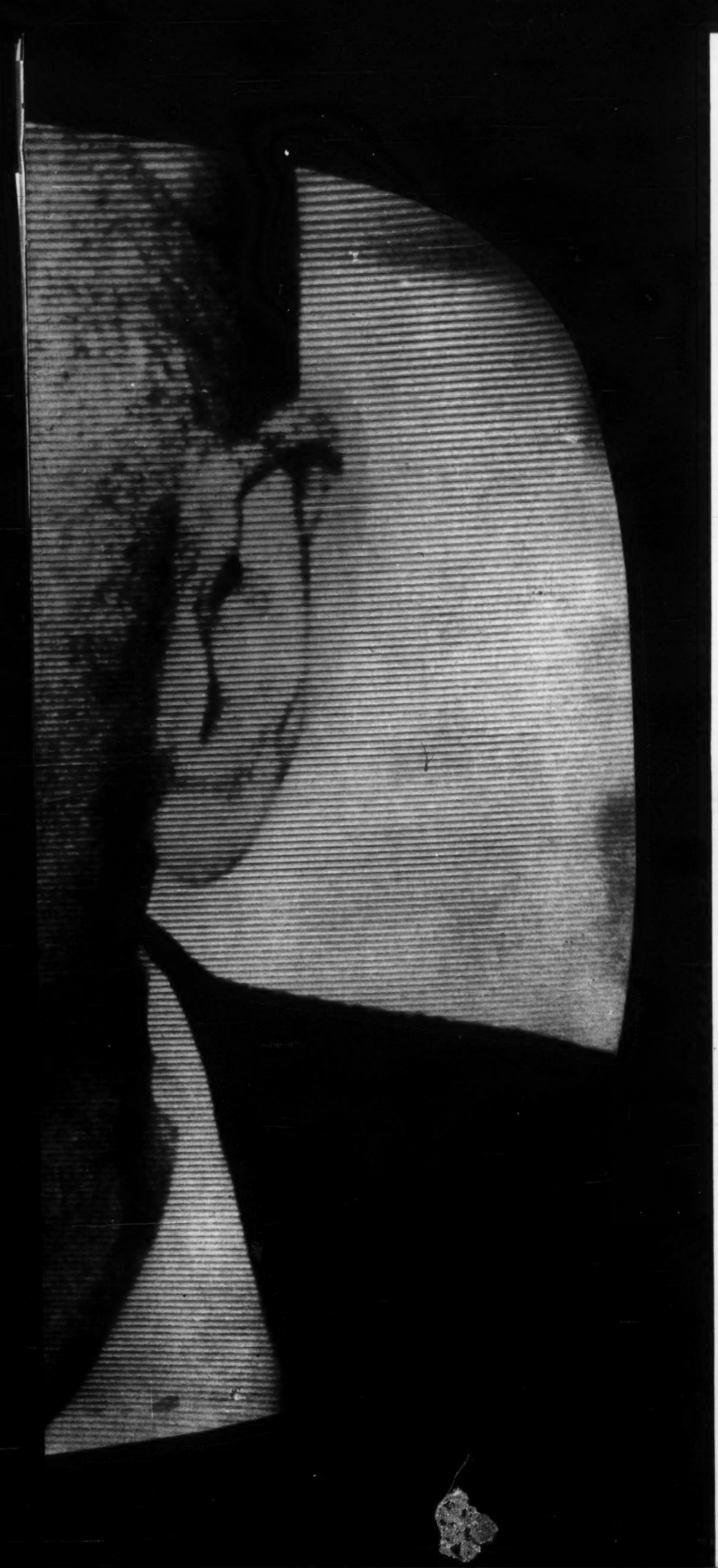
The Chicagoans with more money to spend...spend more time with the

CHICAGO DAILY NEWS

The Chicago Daily News has carried more food linage than any other Chicago newspaper—more than any other evening newspaper in the nation during the last fifteen years. Why? Because Daily News families have more money to spend on food and other items.

Their median income is $1070 a year higher than Metropolitan Chicago as a whole. What's more, Daily News families are receptive ...93% of them read the paper at home and spend at least 35% more time with the Daily News than readers of the other Chicago dailies.





The Churchill Memoirs

FIRST OF A SIGNIFICANT SERIES OF ABC TELEVISION PROGRAMS IN THE PUBLIC INTEREST

"It is my earnest hope that pondering upon the past may give guidance in days to come, enable a new generation to repair some of the errors of former years and thus govern, in accordance with the needs and glory of man, the awful unfolding scene of the future."

With these words, Winston Churchill concludes the preface to his memoirs.

And from these words the most ambitious project in *visual* history takes inspiration: ABC's television presentation of this pageant of the fateful years from 1919 to 1949.

To meet so immense a challenge, historical film footage—much of it never shown before—has been gathered from allied and axis sources. Cameramen have girdled the globe to film special interviews with the history-makers of our time. For this series, President Eisenhower, former President Truman . . . many German, Italian, Japanese and Russian leaders have added their eye-witness testimony to the record.

But dominating the stage, giving the vast scene immediacy, color, dynamic import . . . are the words, the voice, the presence of the greatest of all living history-makers . . . The Right Honorable Winston Spencer Churchill himself.

The program, with special musical score by Richard Rodgers, will be brought to the American television public next fall in a series of 26 half-hour episodes.

Pridefully, it takes its place in the array of public affairs programs creating the significant look of ABC Television in 1960.

WATCH ABC-TV IN '60
(more people will)

Reprinted from March, 1960, JOBBER PRODUCT NEWS & JOBBER NEWS

Jobber Product News Show Daily Acclaimed at New York IASI Show

Total of 152 Pages in Three Issues . . .

"We don't know how you did it—but you did!"

That remark was repeated many times in varying forms as friends of Jobber Product News expressed surprise over the size, the format and the news coverage of the JPN Show Daily published in connection with the IASI Show in New York last month.

The success of the JPN Show Daily—as in the case of any daily newspaper—lay in careful advance planning, allocation of assignments to proper individuals, split-second timing—and a lot of hard work while others were playing or sleeping or otherwise engaged!

Weeks of preliminary planning finalized such items as arrangements for photographing every booth in the Coliseum; requests for copy for product news stories on materials displayed; the publishing of a "Road Map" for quickly locating any booth; contacting various state and national organizations that would be active during show week; writing biographies and obtaining photos of prominent visitors to the show and conventions held immediately prior to the show; arranging details in connections with the free shine booth, personnel, free shoe laces, etc.; arranging for operators of teletype machines and Unifax newswire receivers; checking and rechecking for possible delays and/or errors in coordinating copy-writing, type-setting, photo engraving, proof-reading and arranging for distribution of the printed issue to various hotels as well as at the exhibition hall.

After the preliminary planning, everything then depended on the JPN staff. This staff consisted of 38 people. Each staff member had a specific assignment. The fact that each of the three editions of the JPN Show Daily was in the hands of our readers by 7 o'clock each morning is testimony of the efficiency of JPN teamwork.

Each issue differed from the other in front-page makeup, in news coverage, and inside composition. The February 10th issue, identified by its red banner, contained 40 pages; the February 11th issue with blue banner, contained 48 pages, while the February 12th issue, with green banner, contained 64 pages—*a total of 152 pages.*

Each issue carried either complete texts or resumes of all the principal speeches made during the ASIA convention sessions in Carnegie Hall, as well as accounts of various other trade and organization meetings conducted immediately prior to and during the show itself.

"Getting out our show dailies wasn't work—it was fun!" enthused Emil G. Stanley, president of Stanley Publishing Company and publisher of Jobber Product News and the JPN Show Daily. "I'm sure every member of our staff echoes that sentiment. We are appreciative of the hundreds of letters and messages of congratulations we have received in connection with our 1960 Show Daily.

"In turn, we wish to express our appreciation of the fine cooperation we received from the Show Joint Operating Committee, officials of Automotive Service Industry Association, the Coffman Associates Show Management, our advertisers and everyone connected with the New York convention and show. We promise our best efforts to make future JPN Show Daily issues even bigger and better."

The JPN Show Daily staff consisted of 38 eager, rarin'-to-go individuals, each having a definite assignment. 36 of them are pictured above just minutes before the 1960 IASI Show opened. In addition to publishing the largest daily ever presented in the automotive aftermarket, Jobber Product News staffers offered many other unique specialized services. . . . Copies of the Show Daily were distributed by the lovely models at each of the five entrances to the Coliseum. Copies also were distributed at each of the JPN booths on three floors of the exhibition hall. . . . The fourth floor JPN booth offered both free shoe shines and free shoe laces. For the first time at any trade show, pictures taken at the show were transmitted on a United Press-International Unifax Newswire and were seen minutes later by visitors to the booth. Standing in the back to the left is William S. Wade, Executive Vice-President and next to him (with glasses) Emil G. Stanley, President and Publisher. JPN Staff Photo

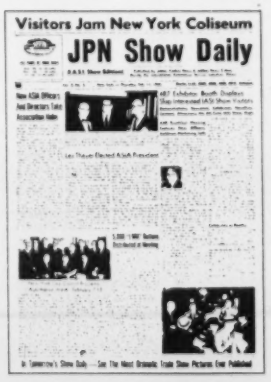
Nerve center of the JPN Show Daily was the JPN press room. News and picture assignments were made here. Coordination of the activities at the printing plant, the engraving plant and the processing and printing of pictures emanated from this office. Pictured is William S. Wade, JPN executive vice-president, checking the assignment of a photographer.

Teams composed of a photographer and a JPN staffer took more than 600 pictures in less than three hours on the morning of the show opening. All of those pictures appeared in either the Thursday or Friday issues. JPN Staff Photo.

JPN's third floor booth was set aside as a tribute to the growing state association movement. State emblems were displayed on a large map of the United States. Stars indicated those states where wholesalers have associations employing full-time, paid managers. John Stair, Product Editor, is looking over the Daily. JPN Staff Photo.

The JPN booth on the second floor featured displays depicting the editorial activities and polices of Stanley Publishing Company. Walter Tait, Detroit Manager, is in the booth. JPN Staff Photo.

Feb. 10th—40 pages



Feb. 11th—48 pages

Feb. 12th—64 pages

SPC®
Stanley Publishing Co.
431 S. Dearborn St., Chicago 5, Ill.
Transportation Supply News
Jobber Product News & Jobber News
Fleet Product News
JPN Directory & Buyers' Guide
Fleet Directory & TSN Buyers' Guide
Jobber Product News Show Daily
Transportation Business Gift News
NEW YORK • CLEVELAND • DETROIT
PHILADELPHIA • TULSA • LOS ANGELES
SAN FRANCISCO • PORTLAND

K&E Seminar Plumbs Agency's Marketing Plans

NEW YORK, March 29—How does Kenyon & Eckhardt work? What are its "intellectual doctrines," its marketing concepts, its research techniques, its media strategies?

The agency—ninth largest in the U.S., with billings of $95,000,000—gave the answers in two four-day marketing seminars for K&E staffers this month. The first, held March 1-4, was for agency members only. The second—a repeat of the first one—was held last week and was open to the press.

Out of the seminars evolved a profile of an agency forging ahead with the total marketing concept, an agency striving to "pre-structure," to blueprint, to pin down and analyze every step of the marketing way.

The speeches, informally presented, were spiked with such reformatory statements as:

- The ad budget should not be based on percentage of sales.
- The curse of the advertising business is the agency telling the client it must spend more money because the competition is spending more.
- The days of easy profit are over. Marketing must be customer and profit oriented.
- The two fixed factors should be profit objectives and marketing costs, and the sales goal should be the flexible part.
- Advertising doesn't directly cause sales; it creates an attitude and awareness toward the product.
- A laboratory working on its own on new products will waste most of its time. It must work with marketing people.
- The client's bookkeeper can lick you. He can defeat the whole point of marketing. He should be the servant of marketing, not vice versa.
- Present media measurements are not sufficient.

■ The seminar opened with a description of K&E as a "unified, integrated agency—not split up into separate entities—which realizes the increasing need of the generalist, the person who knows the whole business."

"The more of a generalist you become, the higher up you can go," was the prediction of Steve Dietz, group vp of marketing services, who presided over the meeting.

He then launched into explaining the "intellectual approaches, the intellectual doctrines—but please don't call them formulae—" which the agency has evolved.

Noting the ever-increasing acceptance of the marketing-concept approach by clients, he said that K&E aims to maintain an exhaustive and definite marketing plan for each client "whether they want it or not." The formal definition of this heroic plan: "*All* planning required to set and meet sales and profit objectives."

■ Such a plan is uniform in structure and has the following four main sections, he said:

- **Facts**—Including market delineation (who buys, how often, who

WESH-TV
NBC
PREFERRED IN
ORLANDO-DAYTONA MARKET

uses), market dynamics (growing, declining), competitive conditions, distribution systems, etc.

• **Problems and opportunities**—For this section, Mr. Dietz urged that the dollar opportunities be studied closely. "Often they are minuscule. Heretofore much effort has been a sheer, utter waste of time pursuing minute opportunities as far as dollar profits are concerned."

• **Objectives**—Here Mr. Dietz urged that the resources and opportunities be closely analyzed to see if they can meet the objectives, or whether they are merely wishful thinking. "In the report, set profit objectives, then program the dollar volume of sales necessary to get that profit," he said, adding that the agency preferred to work with dollar figures rather than percentages.

• **Recommendations**—Here is arranged the complete market strategy: Packaging, pricing, distribution, advertising, budget, media, copy, merchandising and promotion, and research.

▪ Mr. Dietz warned that these plans must be specific and well-documented. "We have no room for such generalities as 'increase distribution.' Where, how much, what type of channels, etc., must be stated."

He also cautioned the group to build into the plan "measures for continuously probing for alternatives to put into next year's plan. If you don't you won't be able to make a good next year's plan; you won't make progress."

Are the K&E clients accepting such plans? "Getting the first marketing plan accepted takes about a year," Mr. Dietz said. "But more and more information is becoming available from the clients to make these reports complete." Later, ADVERTISING AGE was told that the agency now has such plans for clients representing about 70% of its billings.

▪ Another example of client planning was given by Max Ule, senior vp, who advocates that companies blueprint a sequence of successful product introductions over the next ten years to secure and maintain profits. "New products are the life blood of the business and a company must plan for them rather than improvise like some jerrybuilder."

Reminding the group that 80% of new products fail (largely because of lack of a thought-out market program and lack of testing), he urged the agency to help clients to save money "by not permitting them to bring a product into the market before it is customer-acceptable."

In discussing the ad budget, Mr. Ule maintained that the budget should not be based on percentage of sales. "There is no fixed relation between ad budget and sales gain," he said.

"Advertising is a basic but variable part of the marketing mix. It's an expensive substitute for the other parts of the mix, and the others are expensive substitutes for advertising."

"What makes a product sell? No one element can do it alone; a thorough integration of all elements through the marketing plan is required," he said.

"The ad budget should be determined by deciding what is the sales goal, what resources are available and what the communication needs are to meet the goal. A 10% increase in sales doesn't mean a 10% increase in advertising."

▪ Sy Lieberman, account research supervisor, told the seminar that advertising doesn't directly cause sales. "Market conditions alter the situation too much. These include price, availability, product characteristics, dealer service, the energy and time a consumer must devote to buying a product—all these things can enter into the purchase. Advertising can not directly affect all of these."

"Advertising's principal objective is not so much to influence sales but, more precisely, to influence the consumer's state of mind by creating an *awareness* and *attitude* toward the product," he added.

The effect of advertising can best be evaluated by measuring the attitude and awareness consumers have for product, he said.

The agency defines "awareness" as the saliency the product has in the consumer's mind—how readily it comes to mind. "Attitude" is defined as the over-all sentiment towards the product—how much the consumer likes or dislikes it.

These measurements are closely correlated with brand position, Mr. Dietz pointed out, adding that he once accurately ranked 40 products for a company using only the

There's action for your advertising in Montreal!

Montreal, Canada's metropolis, is a prime target for your goods or services. Here is a cosmopolitan city of over 1,800,000, seventh largest in North America, active, growing and with plenty of buying power.

Penetrate this market with the Star—the evening newspaper that gives you unmatched coverage of Montreal's English market—and plenty of sales action besides!

The Montreal Star | Represented nationally in the United States by O'MARA and ORMSBEE INC.

Delivery end of Hantscho Web Offset Press. Early editions, being examined at Poole Bros. plant. From left to right, Chas. Wene, V.P. Reliable Paper Co., Howard Fiedler, V.P., Poole Bros., Wm. Wade, Exec. V.P. and Emil G. Stanley, Pres. Stanley Publishing Co., M. H. Motschman, Pres. Reliable Paper Co., John F. King, International Paper Co.

STANLEY PUBLISHING COMPANY CONVERTS FROM LETTERPRESS TO WEB OFFSET

Seven books, with circulations ranging from 15 to 50 thousand, total circulation over 400,000 now printed on HANTSCHO Web Offset Press . . .

Beginning with the June issue, all of the seven STANLEY publications are being printed offset instead of letterpress at the Poole Brothers, Inc. Chicago plant

Emil G. Stanley, president and publisher of the Stanley Publishing Company says: ***"This conversion from letterpress to offset is something we have talked about for a long time. Now, it is an actuality".***

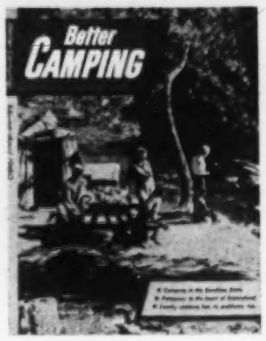
As a result of the change-over, many advantages in printing are anticipated including increased production and greater economy of operation. If *you* would like to make a similar comparison of your printing methods, let us send you data on a Hantscho press, custom-built to serve your needs. Send for literature describing Hantscho Web Offset Presses.

GEORGE Hantscho CO., INC.

602 South 3rd Avenue • Mount Vernon, New York • Teletype: TWX-MT V NY2193
Midwest Representative: 153 W. Huron St., Chicago 10, Ill. • Teletype: TWX CG1486

Brand New!

A family magazine on Camping and the Open Road



BETTER CAMPING serves the needs of the family camper: tells him how to camp, where to camp, what to do to increase the pleasures of living in the outdoors. Here is a concentrated circulation for the promotion of camping equipment and related outdoor merchandise.

Send for sample copy and rate card, Dept. AA.

KALMBACH PUBLISHING CO., 1027 N. 7th ST., MILWAUKEE 3, WIS.

Publishers of: MODEL RAILROADER ● MODEL TRAINS ● TRAINS Magazines

K&E Seminar . . .

awareness and attitude figures.

"The agency has spent a potful of money and executive time in the past two years developing these measurements. We know they're the way of the future."

■ The agency measures awareness by asking respondents to name the first brand or brands of a given product that come to mind. The per cent mentioning a brand is the awareness score of the brand.

Attitude is measured by an 11-point rating scale which ranges from minus five to plus five. If a respondent likes a product, she gives it a plus number, and the more she likes it the bigger the plus number she gives it. If she dislikes it, she gives it a minus number.

K&E uses these measurements, Mr. Lieberman said, to appraise the effectiveness of individual ads, to measure campaign progress, and to direct the campaign strategy. For example, a product which has a high attitude rating but has low awareness, requires a campaign concentrating on awareness.

■ Bud Sherak, research vp, explained how these measurements are used to evaluate individual ads. In interviews it works this way: the respondent first does attitude and awareness measuring for about 20 to 30 brands. Then she is handed a portfolio of a variety of ads, including three which are being tested. After the respondent looks through the portfolio, attitude and awareness are measured again. The before and after scores are then compared.

To test two versions of an ad, the agency gives one group of respondents a portfolio with ad A; a second group gets the same portfolio except ad B is substituted for ad A. By comparing the results, the agency can tell which ad is most successful in what way.

These measurements have also been used to set up general "principles" for creating print ads, for generating ad themes and for testing them, Mr. Sherak explained.

What do the clients think of this research? "They're pretty skeptical," according to Mr. Dietz. "They generally believe we are using research to prove a point. It takes time to soak these things home."

What do the copy and art people think of it? "This is mostly a problem of communication," Mr. Dietz said. "Our research people are only trying to get principles; They aren't trying to write ads.

"This copy testing is an agency expense," he added. "And we have budgeted $250,000 for this kind of research this year."

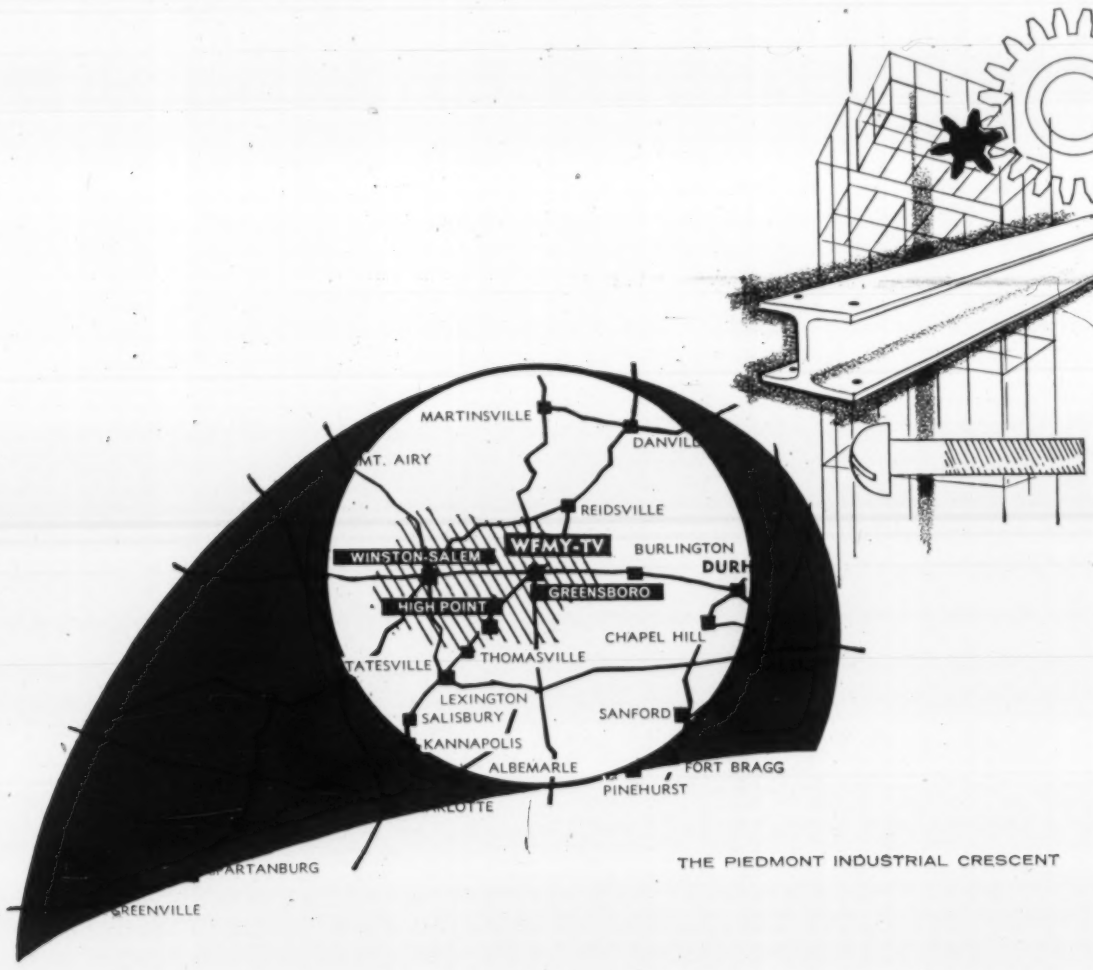
■ Throughout the seminar, it was stressed that the agency did not approve of media measurements generally used. Circulation figures are merely bookkeeping, measurements of viewers and readers are not sufficient, Starch figures underestimate readership of ads, the group was told.

To deflate the circulation figures and come forth with a more meaningful measurement, the agency figures out "conscious reader impressions" as the basis for its media decisions. In its media deliberations, the agency considers the combination of cost, coverage, frequency and selectivity of a specific market group.

Two of the most important tools of media analysis are coverage and frequency, the agency believes. And of these two, frequency is the most important. Advertising can have good coverage, but if frequency is low, its effectiveness will be diluted because of the laws of learning and forgetting, Mr. Ule explained. #

Keeney to Evansville Printing

Arthur J. Keeney, for the past eight years with the *Canton Repository*, has been named promotion manager of the Evansville Printing Corp., Evansville, Ind.



THE PIEDMONT INDUSTRIAL CRESCENT

the STEEL industry . . .

creates buying power in the Piedmont Industrial Crescent!

The South's expanding steel industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this $3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 11th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit

SEAL OF GOOD PRACTICE — CHARTER SUBSCRIBER

CHANNEL 2 CBS

ADVERTISEMENT

CORRECTION

CRESMER AND WOODWARD, INC.
DOES REPRESENT THE
SAN BERNARDINO SUN & TELEGRAM

In the February 29th issue of Advertising Age, on pages 184 and 185, the joint advertisement of the San Bernardino Sun & Telegram and Riverside Press & Enterprise, California, showed West-Holliday Co. as the national representatives for the San Bernardino Sun & Telegram. This was in error as Cresmer and Woodward, Inc. have represented this outstanding newspaper since 1958.

BLURRED

OR HEARD?

The message is clear. People—adult people, particularly—listen to the CBS Owned Radio Stations, the persuasive voices of seven of America's top ten markets. Active, alive listeners choose the C-O's because their programs are directed to listeners—not to the fringe consciousness of people with their minds on other matters. Locally-produced programs include live music, comedy, opinion forums, special events, education, regional news, documentaries, interviews, sports, farm shows, business reports—everything that interests people. And added to all this is the unique strength of the CBS Radio Network, with its schedule of star personalities, drama, comedy, complete news coverage and analysis, public affairs and great live music. This is responsible broadcasting. It gets a responsive audience. And generates response to your advertising!

THE CBS OWNED RADIO STATIONS C-O

REPRESENTED BY CBS RADIO SPOT SALES

WCAU, Philadelphia; KCBS, San Francisco; KNX, Los Angeles; WEEI, Boston; WCBS, New York; WBBM, Chicago; KMOX, St. Louis

Pennsylvania farmers buy each year*...

Tractors	23,040 (units)
Fertilizer	626,000 (tons)
Building Materials	$117,233,000
Drugs	$35,434,000
Furniture and Appliances	$74,631,000
Retail Food	$369,865,000
Automotive	$322,703,000
Gas and Oil	$125,551,000

**Rural sales as compiled from Sales Management and government data.*

Total spendable income reaches $1,004,100,000 yearly!

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

STRAIGHT-LINE

FIRST WITH FARM ECONOMICS
STATE and LOCAL FARM PAPERS

Hitting $177,000,000 . . .

Australia's Ad Level Increases 61% Since 1957

Campbell, Seven-Up, P&G Enter Down Under Mart; McCann on Move

SYDNEY, March 30—The Australian advertising business is booming.

With the economy expanding (Australia ranks with Sweden and Switzerland in per capita income) and new companies entering the market all the time, expenditures on advertising have veered upwards sharply.

On the advertising agency front, the past few years have been marked by mergers, acquisitions, account changes and expansion of services. Life on Madison Ave. was never more chaotic.

There are no official figures on advertising volume in Australia, but expenditures are now estimated here at $177,000,000 a year. This compares with a previous estimate of $110,000,000 for the year 1957—an increase of nearly 61%.

■ Procter & Gamble, Campbell Soup and Seven-Up are among the U. S. companies which have recently established footholds in Australia. And Ford Motor Co. has announced plans to build the Falcon here, thus challenging General Motors, which holds more than 50% of the Australian automotive market with its Holden.

Another of the new U. S. faces here is McCann-Erickson, which last September acquired the Hansen-Rubensohn agency, creating Hansen Rubensohn-McCann Erickson. McCann's long-expected invasion stoked the competitive fires in the Australian agency world.

Hansen-Rubensohn, the No. 3 agency in Australia, was billing about $5,500,000 at the time of its acquisition by McCann. It had only a Sydney office.

The two front-running agencies are George Patterson Pty. and J. Walter Thompson Co. Patterson billed more than $10,000,000 in 1959 through offices in four capital cities—Sydney, Melbourne, Brisbane and Adelaide. JWT billed about $7,500,000 through offices in Sydney and Melbourne.

■ Since September, however, Hansen Rubensohn-McCann Erickson has managed to close a good portion of the gap separating it from Thompson. During the last quarter of 1959 the agency added seven accounts, worth roughly $1,500,000 in new billings.

The new clients included Coca-Cola (which came from JWT); Sterling Drug's Bayer aspirin and Andrews Liver Salts; John Lawler & Sons (Australian subsidiary of the Simmons Co.); the Egg Marketing Board of New South Wales; Electricity Authority of New South Wales; Universal Flexible Investments (Sydney), and Universal Flexible Trust (Melbourne).

The new business streak continued into 1960 with the acquisition in January of Trans-Australian Airlines, domestic airline owned by the government.

These gains have been highly gratifying to Arthur L. Grimes, who is on loan to the Australian company from McCann's international division in New York. In an article written after he had been here six months, Mr. Grimes noted: "Australian advertising and marketing is more closely parallel to the U. S. than is that of any other country, including Canada and the United Kingdom."

■ Art Grimes has now been joined here by Vincent Tutching, who was sent out from New York

Vincent Tutching Arthur Grimes

to open the agency's new office in Melbourne. John Bristow, managing director of HR-McCann, said: "The release of Mr. Tutching to come here demonstrates the great importance McCann attaches to the growing market in Australia and the Southwest Pacific area enerally."

Even before the McCann activity here, the Australian advertising business was showing its volatility. Volkswagen, Lanchoo tea and the Wool Board were among the accounts on the move in 1959. Two of the country's leading agencies—Briggs & James, Melbourne, and Canny, Paramor & Canny, Sydney—announced a merger last October. And United Service Publicity, the General Motors agency and the largest shop in Melbourne, recently announced the purchase of financial interests in two other agencies—Bartlett, Murphy & Mackenzie, Sydney, and Vinnicombe Advertising, Brisbane.

■ On the media scene, the big story is the rapid rise of television, now four years old in Australia.

In 1958, newspapers and magazines accounted for about 55% of advertising volume, with radio taking 12% and tv 5%. There are now 750,000 ty sets in use and television advertising is believed to have equaled the level of radio advertising.

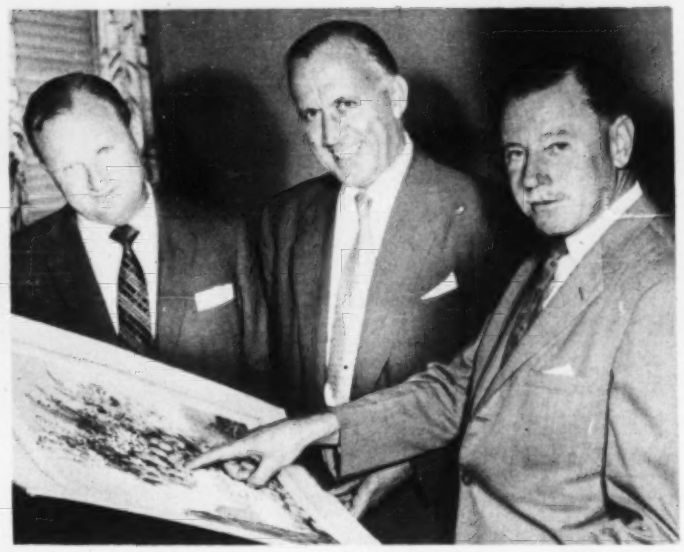
■ Hit hard by tv, the six radio stations in Sydney came up last month with an interesting scheme to replace lost business. The stations convinced McDowells, a leading department store here, to suspend its normally heavy February clearance advertising in newspapers in favor of a two-week radio-

orlando is in the top ten*
among morning papers for retail adv. . . .

1-miami herald 1,900,298
2-l.a. times 1,453,489
3-n.o. times-pic 1,447,788
4-chicago trib. 1,378,532
5-phoenix rep. 1,366,150
6-washington post 1,270,866
7-st. pete times 1,228,333
8-jax times-union 1,047,238
9-orlando sentinel 1,002,328
10-norfolk v-pilot 970,467

ask branham about orlando sentinel-star

*media records for Jan., 1960



Goulstone Stinton Wilson

DOWN UNDER—*Harper Wilson, general manager, and Jim Goulstone, director, of United Service Publicity, Melbourne's largest advertising agency, show off some of the agency's work to visitor Leslie Stinton, joint managing director of the London agency, Napper-Stinton-Woolley.*

only drive.

The experiment had mixed results. Sales held up well during the first week but lagged during the second week. McDowells came to the conclusion that a radio-only campaign can be sustained "for a week at the most, but after that newspapers would have to be used to back up the campaign."

However, the stations said, the experiment proved that retailers should be devoting a higher proportion of their budgets to radio advertising.

■ Other news briefs here:

• New Zealand has started tv with experimental transmissions from a government station in Auckland. It plans to take advertising.

• The Australian Federation of Commercial Broadcasting Stations has invited Kevin Sweeney, head of the Radio Advertising Bureau in the U. S., to be its guest for one month during the Federation-sponsored "Radio Week" (July 4-10).

• A. C. Nielsen has been visiting Nielsen's Australian company to examine possibilities of inaugurating radio-tv audience measurements here. Mr. Nielsen warned that the service does not come cheap. He also suggested a method of payment that would work like this: Have the stations assume the entire cost of electronic measurements and then recover two-thirds of this outlay from advertisers in direct proportion to their expenditures.

• In one of the rare moves of an Australian agency outside the country, Fortune Advertising has opened a branch in Hong Kong to service its new Cathay Pacific Airlines account. Cathay recently inaugurated a Hong Kong-Australia service. Les Sims, formerly head of Fortune's Melbourne office, will manage the Hong Kong branch and will range over a wide area: Tokyo, Singapore, Saigon, Malaya, Karachi, Calcutta and the Philippines. #

Newspaper Color Advertising Appoints Richard Friese

Newspaper Color Advertising Inc. has opened an office at 509 Madison Ave., New York. Richard P. Friese, formerly vp of Valley Farm Foods Inc., has joined Newspaper Color Advertising as assistant to the president.

Richard P. Friese

Mr. Friese was also one-time manager of the Puerto Rico and Dominican Republic offices of J. Walter Thompson Co.

Mrs. Elliott Joins Quality

Mrs. Jeannette Elliott, public relations director of George H. Hartman Co., Chicago, has resigned to join Quality Dairy Co., St. Louis, as advertising manager. Before joining Hartman, Mrs. Elliott was in charge of consumer service at Standard Brands, New York, was in the ad department of Pure Milk Co., Evansville, Ind., and was educational director of Pevely Dairy, St. Louis.

Blenko Glass to Hockaday

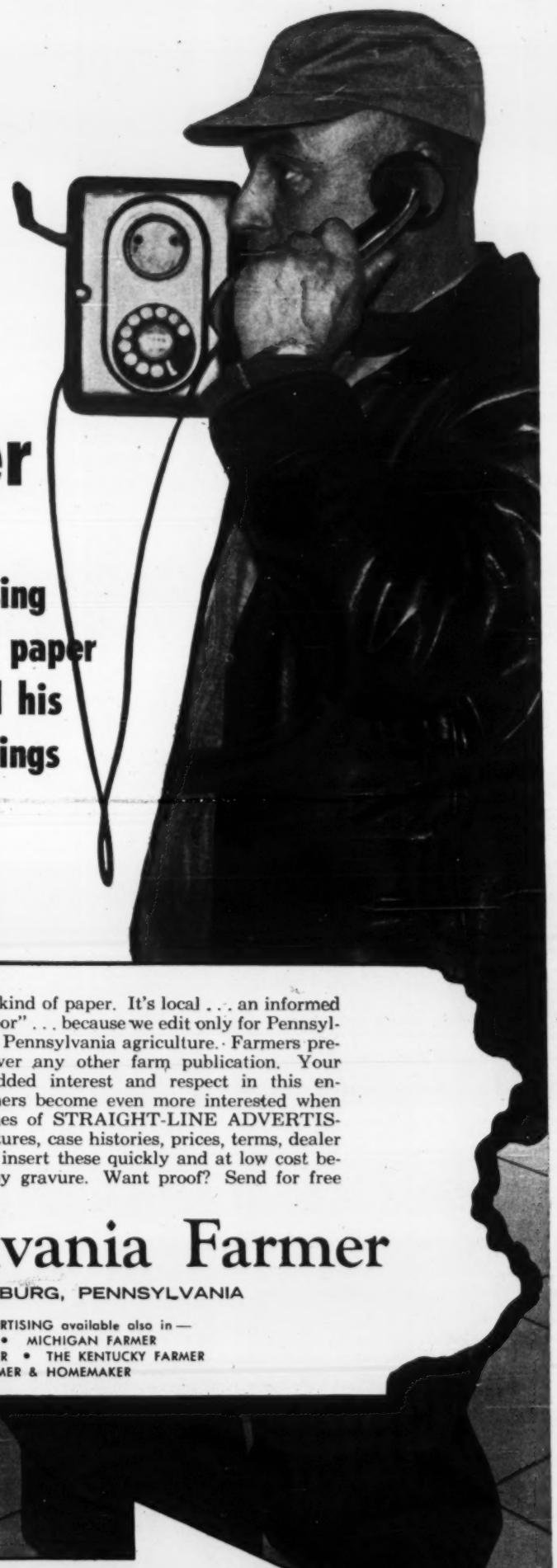
Blenko Glass Co., Milton, W.Va., manufacturer of hand-blown decorative glass and stained glass, has appointed Hockaday Associates, New York, its first agency.

Lynn Baker Adds One

Long Island City Savings Bank has named Lynn Baker Inc., New York, to handle its advertising. Muir & Co. is the former agency.

make sure you get the order

localized advertising in the state farm paper which has earned his confidence . . . brings buying results



Farmers like our kind of paper. It's local . . . an informed "next door neighbor" . . . because we edit only for Pennsylvania people and Pennsylvania agriculture. Farmers prefer us 2 to 1 over any other farm publication. Your product gains added interest and respect in this environment. Farmers become even more interested when you use techniques of STRAIGHT-LINE ADVERTISING — local pictures, case histories, prices, terms, dealer listings. We can insert these quickly and at low cost because we print by gravure. Want proof? Send for free folder.

Pennsylvania Farmer

HARRISBURG, PENNSYLVANIA

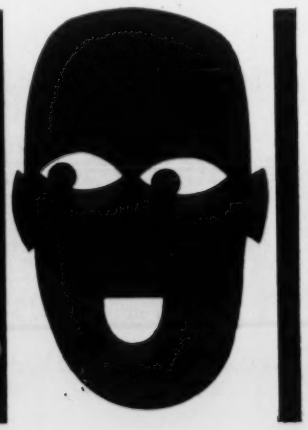
STRAIGHT-LINE ADVERTISING available also in —
THE OHIO FARMER • MICHIGAN FARMER
THE INDIANA FARMER • THE KENTUCKY FARMER
THE TENNESSEE FARMER & HOMEMAKER

"Imagine that—Ford put its Purchasing Department in control of costing when they decided to bring out the Falcon.

What a job they did. What a story for industrial purchasing agents!

Sure, the whole thing will come out in Purchasing Magazine's Value Analysis issue —May 23.

Closing date? May 2. Want in?"



ADVERTISING

"LIFE" SCOOPED US!
Ohrbach's Paris collection opens on Thursday
...but it opened in LIFE magazine this week!
Of all the collections in America, Life chose Ohrbach's! See the March 14 issue. Follow Ohrbach's to Pari[illegible] learn what happens when a Paris original becomes an Ohrbach'[illegible]rt! Then see the fashions come alive . . . in our fabulo[illegible]hion show Thursday at 1 pm.

In a single week, three of New York's leading fashion stores, Ohrbachs, Lord & Taylor and Bonwit Teller featured editorial stories from LIFE in their newspaper ads. Reason? The nation's leading retailers know that LIFE moves merchandise.

Life in Brazil
Miss Bonwit's
divided answer
to the busy Life®...
designed for her
by Blaauner,
and the newest
talking-walking
fashion
BONWIT
TELLER

LIFE

How to influence management decisions...

Dominant, continuous advertising to management in DUN'S REVIEW and Modern Industry is the effective... selective... economical way to influence business decisions. Here your dollars buy frequent, impressive advertising which is read by important executives when they are thinking about business and most responsive to business advertising. And this advertising reaches men your salesmen often can't.

This is the reason advertisers are placing more pages in DUN'S REVIEW, the business management magazine. They have found it the place to influence the decisions of men who have the authority and interest to act.

The following facts show clearly how DUN'S REVIEW and Modern Industry can help your advertising dollars work harder by providing concentration and dominance on the major decision-makers at the heart of America's industrial and business market.

1. THE RIGHT EDITORIAL ATMOSPHERE

Business advertising has the best chance of being seen and acted upon when prospects are reading and thinking about business.

DUN'S REVIEW stimulates reader interest in modernization and improvement in all phases of business operation: executive methods, production, product development, marketing, employer relations, finance, business conditions, and government policy. Authority of editorial coverage establishes a highly receptive atmosphere for product and corporate advertising.

2. READERSHIP AMONG THE RIGHT PEOPLE

The circulation of DUN'S REVIEW represents an unmatched audience for those who sell products or services to business and industry.

- Over 50,000 readers are Presidents.
- Over 88,000 readers are in top management.
- Almost three-quarters of the readers have the title of General Manager or higher.
- Total paid circulation is 117,500.
- Pass-along readership boosts total audience to 300,000.

3. READERSHIP IN THE RIGHT PLACES

DUN'S REVIEW concentrates advertising on your best prospects.

- 60 per cent of the readers are in Manufacturing or other Industry.
- 35 per cent are in Distribution, Finance, and Service.
- Over half of the companies reached do $1,000,000 or more in sales annually.
- Circulation includes eight out of every ten manufacturers worth $1,000,000 or more.

4. THE RIGHT PROGRAM COSTS

Management advertising in DUN'S REVIEW logically extends and complements sound trade paper advertising. Yet, while adding important management coverage, it costs little more than advertising in any good trade paper.

DUN'S REVIEW also provides economical coverage of top management without the prohibitive cost of broad circulation newsweeklies. Management advertising is strictly on its target in the pages of DUN'S REVIEW.

Impressive advertising programs are possible in DUN'S REVIEW. And these programs get results . . . economically.

5. THE RIGHT VALUES FOR CORPORATE-FINANCIAL ADVERTISING

DUN'S REVIEW readers have an average income of $27,015 placing them among the very best prospects for personal investment. 75 per cent of the magazine's readers own stocks and/or bonds.

Corporate pension plans are accumulating potential investment money in the "billions" every year. 42 per cent of the companies reached by DUN'S REVIEW have pension plans whose funds represent a major reservoir of investment dollars. 63 per cent of the readers have a voice in company investment policy.

Institutions represent a major investment factor. 45 per cent of DUN'S REVIEW readers are members of the governing bodies of schools, hospitals, churches, or community government.

Banks, Finance, and Insurance companies are prime objectives for the Corporate-Financial advertiser. Over 7,000 DUN'S REVIEW readers are key management people in these firms.

To influence a business decision tell the decision-makers who read

DUN'S REVIEW
AND MODERN INDUSTRY

The magazine of Presidents
...and men who are going to be!

Along the Media Path

• **Aftenposten,** Oslo daily newspaper, will celebrate its 100th anniversary with a special anniversary edition May 14.

• A comparative study of women's preferences for five magazines has been published by the **Ladies' Home Journal.** The five magazines studied were *Good Housekeeping, Ladies' Home Journal, Life, Look* and *McCall's.* Additional information is available from Marny Jennings, *Ladies' Home Journal,* Curtis Publishing Co., Independence Sq., Philadelphia 5.

• **Cue** marked its silver anniversary with a special enlarged edition March 26, which covered major events in New York's entertainment and cultural worlds through the past 25 years. The 96-page issue carried 481 advertisements.

• **Houston Chronicle** published a special section devoted to the Houston National Boat & Sports Show March 24. The section covered new boat models, motors, boating rigs and marine accessories.

• On March 20, the **Cincinnati Enquirer** published a complete eight-page full-size promotion advertisement as a special section to explain to its readers why the newspaper rose from 20th to 10th largest in the U. S. in the past five years.

• The **Courier-Post,** Camden, N.J., has been awarded first prize for "excellence in circulation promotion" in 1959 for newspapers in the over-50,000 circulation division. The *Plainfield Courier-News* won first prize in the less-than-50,000 circulation category and the *Woodbridge Independent-Leader* won in the weekly category. Awards were presented at the New Jersey Press Assn.'s newspaper circulation conference, in Brunswick.

• Leap Year day, Feb. 29, was again acknowledged as Ladies' Day by **KXGO** and KXGO-TV, Fargo, N.D., with no male voices, other than those on network programs and filmed commercials, being heard from sign-on to sign-off.

• Eight additional agencies have signed to participate in **Adam Young Inc.'s** third Hartford Advertiser Area research project which will be conducted during April. The agencies are Wesley Associates; Dancer-Fitzgerald-Sample; Warwick & Legler; Cohen, Dowd & Aleshire; Geyer, Morey, Madden & Ballard; Foote, Cone & Belding; William Esty Co., and Sullivan, Stauffer, Colwell & Bayles. Purpose of the project is to provide a radio audience measurement based on advertiser rather than station objectives.

• **WMBM,** Miami, Negro station, has been granted a license for 24-hour daily broadcasting by the Federal Communications Commission. The station has also increased its power to 5,000 watts and expects to double its present potential audience.

• New England Council of Optometrists has presented its Sixth Annual Award of Merit to **Family Circle** in recognition for "clarifying a difficult professional problem in clear, concise, non-academic terms and for practicing fair, unbiased health care reporting."

• A 10-day tour of the western market, including a week's stay at the Royal Hawaiian Hotel, Honolulu, will be first prizes in **Sunset Magazine's** new contest, open to any advertising or sales executive attending the showing of *Sunset's* new audio visual presentation in New York and Chicago. Drawing for the New York winner took place April 1 and the Chicago drawing will be held between April 29 and May 2.

• A complete breakdown of the **New York Times** *distribution is* contained in the latest issue of the "Times Circulation Book," now being distributed to advertisers and agencies. Copies of the "Circulation Book" are available upon request on business letterhead from the *New York Times* research department, Times Square, New York 36.

• Metropolitan area department stores in 130 cities are running storewide and department wide plastics promotion, including over 100 windows and thousands of in-store merchandising displays, in cooperation with a plastics promotion, sponsored by **Good Housekeeping** and leading plastics manufacturers. *Good Housekeeping* features a full-color 12-page editorial section on the progress of plastics products throughout the home and shows smart, useful and decorative items in attractive settings.

• Nearly 200 Madison Ave. advertising executives savored ice cream pie instead of looking at pie charts as a means of getting an updating on the buying habits and motivations of the nation's farm families, as part of a presentation given by **Farm Journal.**

• **Uusi Suomi,** Helsinki daily newspaper, used what it termed a new color technique, in an ad in its Feb. 24 issue. The full-color ad was preprinted on magazine stock and then fed from rolls into the issue of the Finnish newspaper.

• **National Broadcasting Co.** has published three research studies to illustrate the effectiveness of daytime tv as an advertising medium. "Daytime Figures" illustrates the power of this medium for a cross section of advertisers in a variety of product fields. "Daytime Rendezvous" and "Selling Hard Goods" relate the effectiveness of daytime tv in the cosmetic and appliance fields. Additonal information may be obtained from the National Broadcasting Co., 30 Rockefeller Plaza, New York 20.

• Freedoms Foundation of Valley Forge has awarded the George Washington honor medal to **Boys' Life** for an illustrated series of articles on the Bill of Rights which appeared last year.

• **Department of New Laurels:**

Advertising revenue of **TV Guide** for the first two months of 1960 came to $2,128,754, an increase of $575,654 over the $1,553,100 recorded for the same period in 1959.

Stanley Publishing Co. reports advertising units for the first three months of 1960 in **Jobber Product News** totaled 818, a gain of 43% over the 572 recorded in the comparable 1959 period. **Transportation Supply News** advertising units for the first quarter of 1960 came to 895, a 10% increase over the 813 units carried in 1959.

Cavalier advertising revenue for the first six months of 1960 will come to $101,224, a 43.5% gain over the $70,535 recorded during the first half of 1959. #

top-flight
AIRLINES

for their important color lithography work rely on The Regensteiner Corporation, now celebrating 50 years of service as one of the nation's largest producers of quality color printing.

Our 50th YEAR

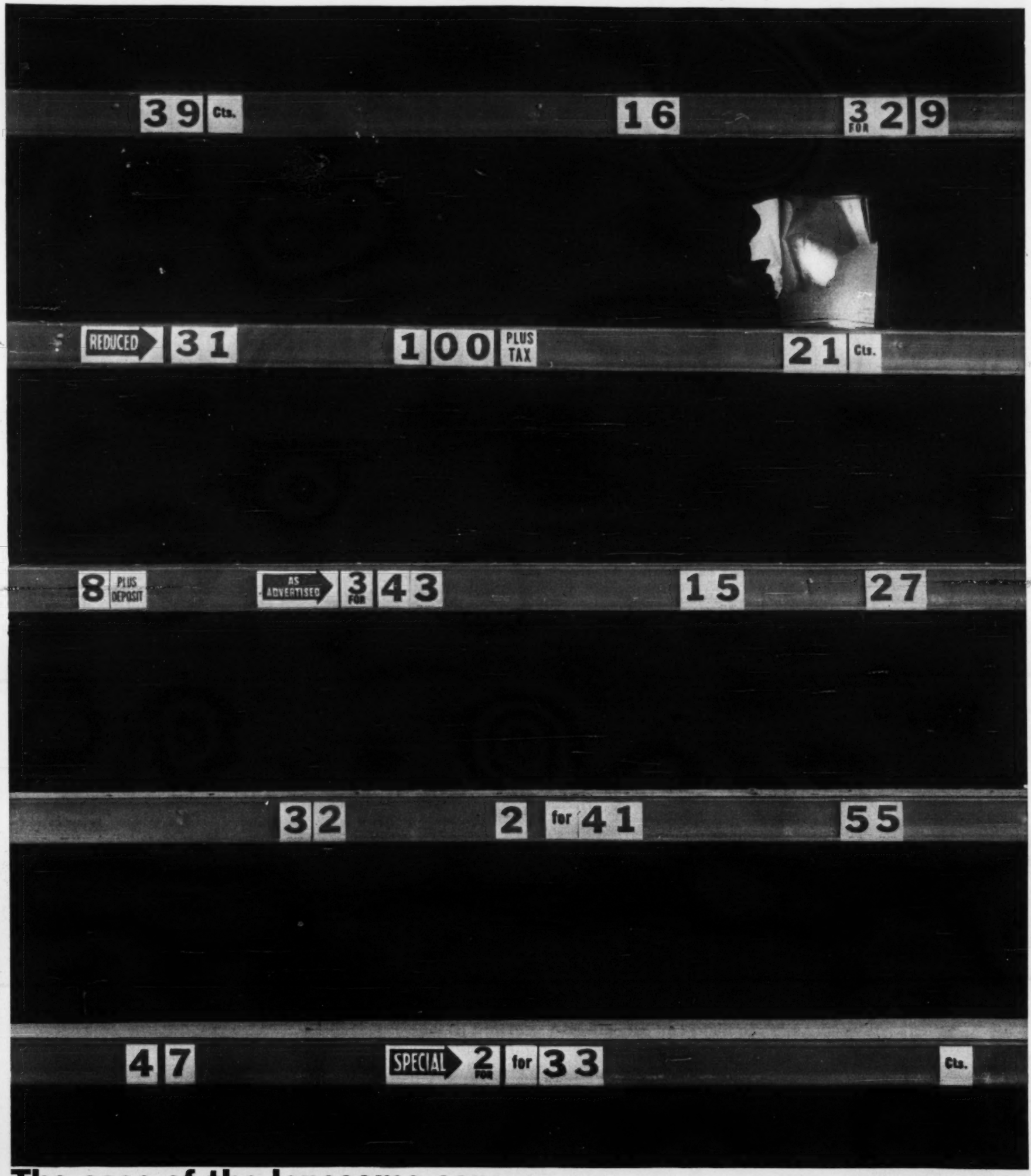
REGENSTEINER CORPORATION
award-winning color/black & white lithography
Jackson Boulevard and Racine Avenue
MOnroe 6-4200 • Chicago 7, Illinois
New York office: 520 Fifth Avenue
OXford 7-0167

ANSWER-AMERICA
Will Make Your *Client's* Advertising More Effective

Answer-America, a network with more than 250 telephone answering exchanges, with offices in the United States, Canada and Mexico, can offer your clients varied services *24 hours every day* . . . they can maintain branch offices, receive mail and orders, have phone service and listings in telephone directories. Mail can be addressed to any one of the Answer-American affiliates and will be sent to the general office for reply or forwarded on to established regional offices. Answer-America can also do special services, make telephone surveys, handle mail and telephone orders to tie in with local newspaper, radio and T.V. advertising. For complete information, write Answer-America.

ANSWER - AMERICA INC.

Executive Office
ANSWER-AMERICA, INC., 55 East Washington Street, Chicago, Ill.
RAndolph 6-2339
AFFILIATE ANSWER CANADA



The case of the lonesome can: Shelves full at 9 am, but naked as a jaybird at 5 pm. Sent out All Points Bulletin. Same checkout at all checkout counters and bins cased. (Same as department and other store capers.) Same pattern—shelves fully stocked at 9 am, empty at 5. All indications same gang operating last 27 years. Suspicious lack of sponsor turnover. (Of '59-'60's 49 advertisers, 30 renewals.) Notorious shelf-emptier must be Don McNeill's Breakfast Club. Missing hot items at super and other markets include:

ALL-PURPOSE GELATIN, AQUA-IVY, AMERICAN HOME, APPIAN WAY PIZZA, ARCHWAY COOKIES, AYDS, BABYSWEET—SOOTHENE, BELTONE HEARING AIDS, BEN MONT CHRISTMAS TREE DECORATIONS, BRUCE CLEANING WAX, BURGESS VIBROCRAFTER CAN OPENER, CHASE & SANBORN, CHEF BOY-AR-DEE, CHEERIOS, CLAIROL, DEEP HEAT RUB, DRISTAN, EX-LAX, FRED FEAR EASTER EGG COLORS, GROSSET & DUNLAP, GULF GUARANTY LAND & TITLE CO. (CAPE CORAL), HUDSON VITAMINS, KOOL-AID, KRETSCHMER WHEAT GERM, KVP FREEZER PAPER, LADIES' HOME JOURNAL, LEVOLOR VENETIAN BLINDS, MAGLA IRONING BOARD COVERS, MIRACLOTH, MUSSELMAN APPLE SAUCE, NATIONAL LP GAS COUNCIL, OLSON RUG, PARKER PENS, PETER PAUL, PLANTABBS, RENUZIT FABRIC CLEANER, ROCK OF AGES, SARAN WRAP, SATURDAY EVENING POST, 6-12 INSECT REPELLENT, SLOAN'S, SOFSKIN, SPRUANCE BREAD MIX, STA-PUF—STA-FLO, STREETER'S PLANT TABLETS, UNIVERSAL COFFEEMATIC, VAN NUYS SAVINGS & LOAN, WATCHMAKERS OF SWITZERLAND, ZINO PADS.

Look for summer capers! **ABC RADIO NETWORK**

PHOTOGRAPHIC REVIEW

Wood Howatt Seitz Olsen Coonradt

JUDGES—*Judging is under way in the ninth editorial awards of merit competition among western business publications sponsored by the Western Society of Business Publications. Here Nat Wood, awards chairman, and editor, Western Metalworking, and Frank Howatt, president of the club, and publisher, Western Grower & Shipper, give instructions to the judges: Phil Seitz, West Coast editorial representative for a number of business publications, including* Advertising Age*; Fred Olsen, media director, Hixson & Jorgensen, Los Angeles, and Fred Coonradt, associate professor of journalism, University of Southern California. Awards will be made April 12.*

Smythe Duggan Schmitt Mason O'Connor Riddell Clark

WEST COMES EAST—*The San Francisco News-Call Bulletin recently held two luncheon meetings in Chicago to explain to Chicago advertising and agency personnel some of the changes that have taken place among San Francisco newspapers since the News-Call Bulletin merger last August. Attending the second meeting were Patrick W. Smythe, Daniel E. O'Connor, and Walter Riddell of Earle Ludgin & Co.; Thomas G. Duggan and William J. Schmitt of Moloney, Regan & Schmitt, and Don Mason and Walter Clark of the San Francisco News-Call Bulletin.*

TISSUE GIRLS—*This is one of six painted bulletins for Northern tissue, a product of American Can Co.'s Marathon division, being rotated every 30 days to new high traffic locations in Los Angeles. Pastel colors are used and copy says "Softness is Northern." Young & Rubicam, Chicago, is the agency.*

SPONGE—*American Sponge & Chamois Co., New York, is marketing a new cellulose kitchen sponge with colored polka dots.*

AWARDER—*Dick Baker of Creative Group Inc., Appleton, Wis., bids adieu to fellow officers Elmer Otte (left) and Gordon Fisher as he takes off to hand out the first 15 of 75 Hawaiian holiday winners in the Gibson refrigerator consumer sweepstakes contest. The client will also take 5,000 appliance dealers, salesmen and wives to Waikiki for a mammoth sales convention next fall.*

KIT—*It's Treasure Aisle time again for Libby, McNeill & Libby's frozen foods. During April and May, retailers will be able to use this 20-piece kit to decorate frozen food cabinets. This is the third year for the promotion.*

THREE "D" FOR RUM—*This is one of four three-dimensional bulletins in Los Angeles and two in Miami being used by Rums of Puerto Rico. Manufactured by Superior Sculpturecraft Sign Co., Fort Lauderdale, Fla., they were erected in March and will be used at least through June. The plastic three-dimensional parts are interchangeable. The bulletins, located in high, head-on positions, were placed by Superior in Miami and May Outdoor Advertising in Los Angeles.*

ROOF MATES—*These two somewhat similar posters, one for Oertel Brewing Co., Louisville, and the other for Coca-Cola, greet the eyes of Louisville citizens from the top of the same building.*

AGREED—*F. Bourne Ruthrauff (left), vp of Million Market Newspapers, watches Dr. George Gallup, head of the Gallup Organization, take pen in hand to sign up as Million Market's research advisor. The five-newspaper sales organization said that "in effect," Gallup will act as its research department on a continuing basis.*

Of the top ten markets in the U.S., nine are cities but <u>one</u> is a state! Iowa, with a population of 2,747,300 ranks after New York, Chicago, Philadelphia, Detroit, Los Angeles and Boston. The unique circulation of the Des Moines Register and Tribune puts Iowa in the top ten — it reaches nearly 70% of the whole state!

WIDE SCREEN—*This b&w page in the Sydney Sun last month introduced Cinemascope 23, Admiral of Australia's new 23" tv receiver.*

Australian TV Set Called Cinemascope; Movie Men Demur

SYDNEY, March 29—Admiral of Australia broke advertising last month for its new 23" tv receiver, dubbing it "Cinemascope 23."

Shortly after the first ad ran, several members of the Australian movie industry—which, like its U. S. counterpart, is beginning to feel the financial pinch of tv's competition—voiced objection to the use of the word Cinemascope to describe tv.

Movie men here claimed the word is protected by a world copyright by 20th Century Fox, which secured the rights to the Cinemascope wide lens motion picture system.

In New York, 20th Century said it was not aware of Admiral's use of the word and would have to examine the advertising before deciding what action to take.

■ Admiral's Australian company told ADVERTISING AGE that it had checked the word before using it and had found no copyright on it.

"We are taking steps ourselves to copyright restricted use of the word in relation to radio and tv equipment and apparatus," a company executive said.

In the U. S., the Admiral parent company said the Australian subsidiary prepared the Cinemascope campaign on its own. O'Brien Publicity, Sydney, is the Admiral of Australia agency. #

L. C. Cole Names Three

L. C. Cole Co., San Francisco, has named Harry Copelan to its electronic service group as an electronic copy specialist, increasing the agency's electronic staff to 16. Mr. Copelan formerly was advertising and export sales manager of Kaar Engineering Corp., Palo Alto. Cole also has elected Katherine Doyle Spann, an account executive, and Wayne Mayfield, art director, vps.

Bennett Names Davis

Leonard L. Davis Jr., formerly executive secretary and director of public information for the National Assn. of Investment Companies, has been appointed managing director of Bennett Associates, New York, public relations affiliate of Victor A. Bennett Co. He succeeds Jack Galub, who has joined the Max Rogel public relations company.

Norton Names Two

Clifford S. Duxbury Jr., formerly director of export advertising, has been appointed manager of marketing services and advertising of Norton International, subsidiary of Norton Co., Worcester, Mass., industrial company. Anne Swydan, a member of Norton's advertising department since 1952, will succeed him.

Ludington Forms Sellavision

A. Victor Ludington Jr., sales manager of WLYH-TV, Lebanon, Pa., has resigned to form Sellavision, a service organization which will prepare sales material for medium and small-market tv stations. Offices are at 2101 N. Front St., Harrisburg, Pa.

DID YOU KNOW?

GENUINE GLOSSY PHOTOS COST AS LITTLE AS PLANOGRAPH!

WHY TAKE LESS?

Singleweight Glossy Prints	Quantity	5 x 7	8 x 10
	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

PHOTO MATIC

59 E. Illinois St., Chicago 11, Ill.
WHitehall 4-2930

Lewyt Sets $1,000,000 Push

Lewyt Corp., Long Island City, has announced a $1,000,000 campaign for its vacuum cleaner this spring and summer. Starting in April, page ads will run in *Life* and spreads will run in *Living for Young Homemakers*. Featured will be the new window and "see thru" dust bag which permits the housewife "to see at a glance when the dust bag is full." Point of purchase displays, co-op advertising and an increased direct mail program complete the campaign. Hicks & Griest, New York, is the agency.

Lever Offers Bank Accounts

Continuing its annual sweepstakes promotion, Lever Bros. Co. this year has scheduled a $100,000 "Save'N' Win" promotion in which prize winners will be offered $10,000 deposits in banks of their choice. Coupons for five Lever brands plus send-away premium offers on three other products are included in the sweepstakes mailing. Ten network tv shows are advertising the promotion during March and April.

Lucky Heart to Sackheim

Lucky Heart Laboratories Inc., Memphis, Tenn., has named Maxwell Sackheim-Franklin Bruck, New York, to handle its advertising. Jones Frankel Co., Chicago, is the previous agency of record.

75% of Viewers Use Products They See on TV, Study Shows

LOS ANGELES, March 29—According to a survey taken in Southern California, three out of every four viewers use products advertised on tv.

Dr. Aly Vahabzade of Woodbury College, polled 3,018 tv viewers and found that about 77% of them use products seen in commercials.

One finding in the survey: 48% of the watchers prefer cartoon-type commercials, 21% musical, 12% silent, 8% demonstrative, 6% serious and 3% dramatic.

Of the 77% who use advertised products, 12% always use them and 65% sometimes use them. The remaining 23% said they never use the products advertised. #

Hamilton-Skotch to Sackel

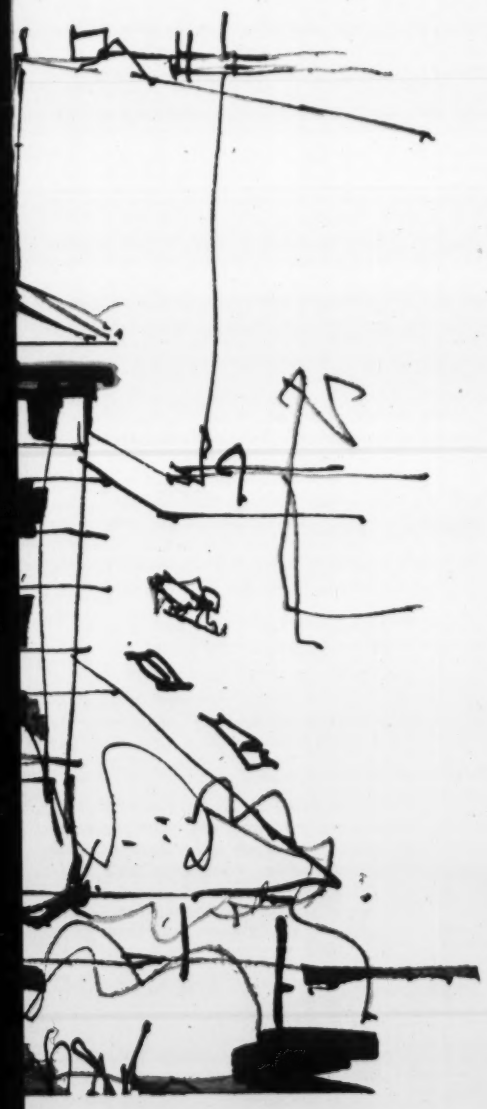
Hamilton-Skotch Corp., New York, manufacturer of the Skotch Kooler, has appointed Sackel Co., Boston, as its agency. An extensive program of national advertising and merchandising is being planned.

Burkoff Joins DDB

Stanley T. Burkoff, formerly with Zimmer-McClaskey Advertising Agency, Louisville, has joined Doyle Dane Bernbach Inc., New York, as a copy supervisor.

In the P/A tradition...

A new standard of architectural publishing



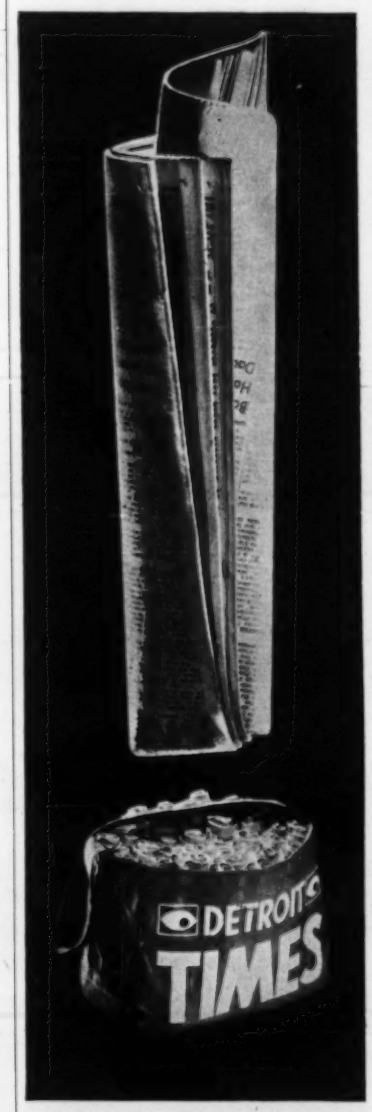
In May, readers of PROGRESSIVE ARCHITECTURE will discover a sparkling new format and a fresh, trend-setting editorial approach. The purpose of this redesign—this new standard in architectural publishing—is not to change P/A, but to make it more of the magazine it always has been. It is a reflection of the continuing efforts of the editors to make P/A express the whole creative process that *is* architecture.

Just as modern architecture often makes use of traditional materials in an untraditional manner, PROGRESSIVE ARCHITECTURE will combine time-tested publishing programs in the new design. As always, its aim and purpose is to inform and inspire *all* echelons of architectural men—modern masters and emerging talent, principals and draftsmen, design-minded architects and business-minded architects—in a word, the "total" architect.

By wholly serving the total architect PROGRESSIVE ARCHITECTURE best serves the *total architect market.* More than ever, P/A offers a unique climate of leadership and professional authority, in which building product advertisers can successfully cultivate acceptance for their products.

June P/A will review the countless ways that plastics are utilized by architects today, and the fundamental principals that will govern proper utilization of various plastic materials and techniques in future design.

PROGRESSIVE ARCHITECTURE
430 Park Avenue, New York 22, N. Y. • A Reinhold Publication



83%
HOME DELIVERED

. . . and helping you bag new customers among Detroit Times readers in the heavy-buying metropolitan Detroit area. Additional influential fact: the Times delivers in the metropolitan area alone 234,333 exclusive readers (130,889 more than Detroit's morning paper). To reach Detroit, better talk through the Times.

KEEP YOUR EYE ON THE TIMES

Detroit Times
Represented nationally by
HEARST ADVERTISING SERVICE INC.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Brand Names Ad Is Not Deserving of 'Silly' Label

To the Editor: I must agree with James D. Woolf when he says, in your March 14 issue, that never has there been a more needful time to eschew silly advertising. But when he singled out an advertisement of the Brand Names Foundation to hold up as a horrible example, I, for one, couldn't go along with him.

The ad, which contained brief copy and three cartoons, presented its case quickly and attractively. How Mr. Woolf could call the treatment inane and frivolous, the ad silly and the cartoons crudely drawn, is more than I can fathom. As a practicing cartoonist myself, I consider that the cartoons are quite professional.

I will agree that a little more thought might have been given to the subject matter of the illustrations. But that this ad "misses the boat by a country mile" is missing the fact by that same rural mile.

In our mad rush to repent our sins and to reform I do hope we are not going to become religious fanatics.

Bernard Segal,
Director of Promotion, Haire Publishing Co., New York.

• • •

Tribute to Cliff Dillon From a Fellow Adman

To the Editor: I don't know quite what one says about a good friend who has died. But I would like to say in public a few of the things I wish I had said to Cliff Dillon when he was alive. [*Ed. Note: J. Clifford Dillon, chairman of the Compton agency creative board, died March 16 at age 55.*]

I wish I had told him what a good and kindly man he was and how much it meant to me to be able to talk to him about this and that. On those dreary days we all have from time to time, Cliff would listen and somehow after a while you felt that things were not quite as bad as you thought.

You could kick around an idea, or a half-formed idea, with him and you came out of it with your idea nice and clear or with a brand new one. He never appropriated an idea and gave away many.

He never to my knowledge wrote a trite headline or a dull piece of copy.

Such was his sense of humor, or perhaps more accurately, his sense of proportion that he always took his work seriously but not himself.

He was more apt to toss off trouble with a quip than a gripe. Suffering for years with ulcers he'd reply when asked how they were, "Fine, right back to subnormal."

Cliff was a thoroughly good advertising man and far more important he was a thoroughly good man. He was a joy and a pleasure to know. God rest his soul.

Maitland Jones,
New York.

• • •

Some 'Ad Age' Articles Will Be Translated into Japanese

To the Editor: Please accept our hearty congratulations on your business prosperity. This firm is a subscriber to the magazine Advertising Age, your publication. However, only a few of our firm members can read it since English is a foreign language to us Japanese people belonging to the firm.

We therefore came to think of translating useful articles into Japanese so as to let a limited number of our staff—officials and top employes only—read them. As for the quantity of translation to be made, it will be only one or two articles per month. A total of 10 mimeographed copies will be produced each translation, with a note indicating the source—"Translated from (the title of an article), Advertising Age, issuing date."

In accordance with this purpose of translation, the circulation of translated copies will be strictly limited within our firm. We assume that to execute this plan does not constitute an infringement of the copyright that you hold. And the purpose of this letter is nothing but to ask for your understanding on the matter in advance.

We would much appreciate if you realize difficulties which we are forced to meet with in reading a foreign language and if you kindly give a consent into our plan. Hoping we would hear from you soon, we remain,

Aki Yoshida,
Director, Head of Planning and Research Department, Kyodo Advertising Co., Tokyo.

We are happy to have Mr. Yoshida translate any articles he considers worth while for the benefit of his colleagues who don't understand English.

• • •

Australian Adman Disagrees With Weir on Ad Benefits

To the Editor: In your issue of Jan. 25 recently arrived, you quote a statement made by Walter Weir in his recent book " . . . the purpose of advertising is not to sell but to benefit a human being."

By what kind of pseudo-ethical "doublethink" does Mr. Weir arrive at this astonishing statement? Whether or not advertising benefits human beings is obviously dependent upon whether the products advertised benefit human beings or not. This is a subject one could argue about until the cows come home.

If Mr. Weir had written "the purpose of all business, including advertising, should not be to sell but to benefit a human being," he might have had a logically debatable proposition. But as the statement stands it is manifest nonsense.

Ronald Vickers,
Manager, Research and Marketing Division, Hugh Berry Co., Sydney, Australia.

• • •

Misinterpretation Led to Error in Billings Report

To the Editor: We are sorry to state that, through a regrettable misinterpretation of the second item under the heading "billings" [in the questionnaire to agencies for the agency billings issue], we indicated wrong billing figures to you.

The right figures should be the following ones:

	1959	1958
1. Purchases of commissionable space and time for clients	$4,716,400	$4,113,200
2. Additional fees for services rendered to clients which were not commissionable	240,750	73,500
Total	$4,957,150	$4,186,700

Hans Eriksson,
Wilh. Anderssons Annonsbyra Ab, Stockholm.

AA reported Anderssons' billings at $9,192,100, of which $5,330,500 represented capitalized fees, in our Feb. 29 issue.

• • •

Gladys' Shoes Don't Suit Her

To the Editor: Would it be possible to retouch some 1960 style shoes on the poor girl [Gladys, the beautiful receptionist] who is standing around in her early 1940 version of footgear?

These girls so often have something quite smart to say that it seems too bad to have them look so dowdy.

Nan Findlow,
J. Walter Thompson Co., New York.

• • •

Reader Deplores Hack Ads

To the Editor: More power to the Creative Man in his effort to improve the writing in advertisements!

I enclose another example. It appeared in *The New Yorker*, and so it must have cost a lot of money. Yet the writing sounds like that of a $50-a-week hack who flunked his English courses.

Unfortunately, business executives don't see what is wrong with such writing. If your column helps to educate them, you will be doing a great service.

Edward L. Gordy,
Evanston, Ill.

• • •

The Research Man Has His Own Reactions

To the Editor: I feel that "Ad-Verse Reactions" with reference to the research man, in the issue of March 7, needs four more lines roughly as follows:

With a ton of charts and a wondrous plan
He comes, behold, the Research Man.
Give him four and twenty scholars,
Give him twenty thousand dollars,
And in two months he'll bring to view
The facts that you already knew,
That took you thirty years to learn,
Those you've guarded with such concern,
If you'd confided in him as he asked you to do,
You'd have saved some money and learned something new.

Ernest A. Bortis,
Director of Marketing Research and Advertising, Federal Paper Board Co., Bogota, N. J.

• • •

Art in Cuban Ad Is Quite Factual, He Vows

To the Editor: I think the Creative Man's feature entitled "Go Home, Adman!" appearing in the March 14 issue of Advertising Age was terrific.

The only other purpose of this letter is to point out something to you which may have escaped you in connection with this same advertising. This is without a question of doubt the most factual advertising that I have ever seen during some 25 years in the advertising agency business. Take a look at the art and you will notice that in all the street scenes there is not a single person in evidence. I was in Cuba last Monday and I can assure you the artwork is exactly factual because there is not tourist

47th TV MARKET IN THE NATION

$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost $3 billion in effective buying income; over $1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level — the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness — WOC-TV offers the greatest amount of local programming — over 33 hours each week.

WOC TV channel 6
PRESIDENT Col. B. J. Palmer
VICE-PRES. & TREASURER D. D. Palmer
EXEC. VICE-PRESIDENT Ralph Evans
SECRETARY Wm. D. Wagner
RESIDENT MANAGER Ernest C. Sanders
SALES MANAGER Pax Shaffer
THE QUINT CITIES
DAVENPORT, BETTENDORF } IOWA
ROCK ISLAND, MOLINE, EAST MOLINE } ILL.
PETERS, GRIFFIN, WOODWARD, INC. EXCLUSIVE NATIONAL REPRESENTATIVES
NBC

Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

(ADVERTISEMENT . . . . of course.)

*PAPER BOX SALES WERE $3,000,000,000.00 IN 1959

For Further Information on This Growing Market, Contact:

Boxboard CONTAINERS

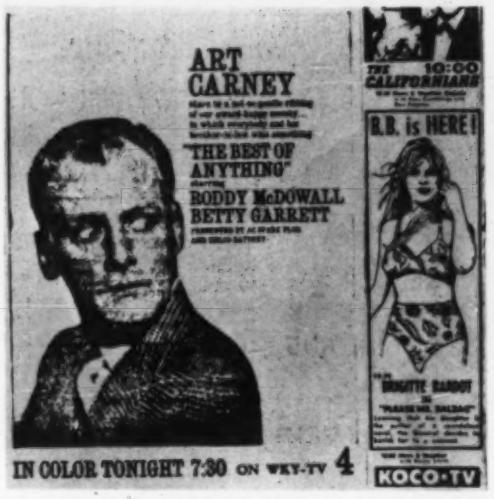
6 NORTH MICHIGAN AVENUE CHICAGO, ILLINOIS CEntral 6-3690

369 LEXINGTON AVENUE NEW YORK 17, NEW YORK MUrray Hill 3-8432

The Art of Ogling

To the Editor: I thought you might be interested in the positioning of these ads. It seems to me that Art Carney is more interested in the BB movie than his production.

Jarrell Jennings, National Advertising Department, *Daily Oklahoman & Times,* Oklahoma City.



A Good Idea

To the Editor: As indicated by the enclosed proofs, good ideas never die.

Our advertisement for Heublein cocktails appeared in *Life* on April 4, 1955. The Martin's V.V.O. ad is in the March 7 issue of the same magazine.

Morton Freund, Lawrence C. Gumbinner Advertising Agency, New York.

number one to be seen anywhere.

I thought you would get a kick out of this other comment.

John A. Dey,
Miami.

• • •

Doctors Pay Hard Money for This New Publication

To the Editor: In your report on new medical publications which have made their debut in the past year (AA, March 7) we note the omission of *Clinical Pharmacology & Therapeutics,* which first appeared January, 1960.

Clinical Pharmacology & Therapeutics is a bi-monthly paid circulation publication (at better than $2 per issue) concerned with the proper and enduring evaluation of drugs in man, and which presently enjoys a paid list in excess of 4,200 subscriptions.

The impressive parade of complimentary publications even omits a few. I confess I must shake my head at what appears to be an admission by segments of our profession that today's physician no longer buys, can not be sold and does not exercise any literary discretion in his professional reading. Several industry people have remarked recently that all the channels of communication to the physician seem to be jammed. Sometimes I think we forget Homo sapiens medicos is no more or less human than we. He will always put his pants on one leg at a time, and perhaps more than most of us he is still capable of paying for what he wants.

For us we can only say that it continues to be a demonstrated source of satisfaction in justification of our endeavors that subscribers to our publications pay us more for the privilege of reading them than advertisers do to use them.

John C. Mosby Jr.,
C. V. Mosby Co., St. Louis.

• • •

Those Artists Are Wild

To the Editor: Re: AA, Feb. 29, Page 27:

Does *everybody* at Time Inc. skin-dive for pleasure?

Isn't there anyone old enough to know poker?

Does anyone read media advertising? (This blurt has appeared unchallenged before.)

George Johnson,
Webster Groves, Mo.

Mr. Johnson is commenting on the illustration for the Architectural Forum ad which shows a player about to turn up his fifth card with three aces and a seven staring him in the face, a combination which no poker player would mistake for a possible straight, although this is what the ad copy calls it.

• • •

O.D. Is an O.K. Designation, He Says

To the Editor: Having had 12 years experience as a newspaper writer and another 20 on the creative end of the agency business, I can appreciate Clyde Bedell's desire (AA, March 21) to "snatch the witty saw, the burning ode" for the "pit that every Monday yawns for more."

Nevertheless, I see no reason for Clyde Bedell to act like a Lucite and go out of his way to poke fun at an O.D. who calls himself a "Doctor of Optometry." O.D. may have meant "olive drab" or "Officer of the Day" to Mr. Bedell (depending on the war in which he served) but it is a perfectly legitimate and acceptable designation for a college degree that is granted after a full course in what he calls "eye measure."

His complaint is certainly legitimate that few worse ads have ever run, and if he had stuck to that subject, he would have heard nothing but praise from me. On the other hand, I get a little tired of critics (whose responsibilities are always great) who write just to be funny.

As one of the original iconoclasts of the 20th century, I have no hesitation to tear down that which is false . . . but believe me, Mr. Bedell's "cuteness" adds no luster to his D.A. degree (Doctor of Advertising). It smacks too much of the undeserved ridicule the advertising profession is getting from all sides today.

Aubrey Williams,
President, Aubrey Williams Advertising, New Orleans.

What's New In Electronics?

GIANT BREAKTHROUGH TO RESPONSIVE AUDIENCE

86.6% Increase in Total Pages

Total pages in the 12 issues of the NEDA Journal during 1958 amounted to
494
An increase of 10.76%

Total pages in the 12 issues of the NEDA Journal during 1959 amounted to
922
An increase of 86.6%

69.27% Increase in Pages of Advertising

Total pages of advertising in the 12 issues of the NEDA Journal during 1958 amounted to
196.90
A decrease of 4.85%

Total pages of advertising in the 12 issues of the NEDA Journal during 1959 amounted to
333.30
An increase of 69.27%

NEDA JOURNAL

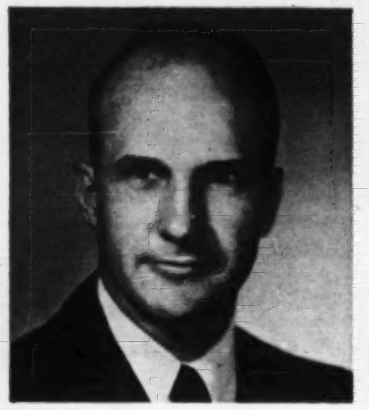
NEDA JOURNAL PUBLISHING CO.

343 SOUTH DEARBORN STREET • CHICAGO 4, ILLINOIS • HARRISON 7-5526

JOSEPH POWERS, EDITORIAL DIRECTOR GAIL S. CARTER, PUBLISHER

as seen in FORTUNE

The Changing Negro Market



Bert Ferguson

The Negro market is changing, but only in a way as to underscore the trends of the Forties, which have become the avalanches of the Sixties. For instance: Negro birthrate is 38% higher than that of white families; incomes are up 200%! And the Negro spends 80% of his income on consumer goods, is both brand-conscious and brand-loyal.

In the Memphis area, largest single Negro market in the U. S., 1,500,000 Negroes earn more than a billion dollars annually. Today, more than ever, radio is the only effective method of reaching them. Newspaper-magazine readership, as well as television viewership, has always been low, remains so. Conversely, radio is stronger than ever (95% own a radio, most own two), because in the midst of vast upheavals in his life, the Negro naturally seeks reassurance of the familiar, the well-known. In the Memphis area, this is 50,000 watt Negro-programmed radio station, WDIA.

Through an all-encompassing personal program of active public service, WDIA has become the hub of the Negro community, closely tied to the daily lives of its audience. WDIA's Negro entertainment staff commands the Negro's loyal listenership through a unique combination of personal appeal, understanding and high-powered salesmanship. This combination has made WDIA the dominant selling force in the area. WDIA's selling power and the fact that the Memphis market is 40% Negro are good reasons why no budget is complete unless it includes WDIA. For without WDIA you completely miss 40% of this rich market. More than 170 nationally advertised products and services are currently selling on WDIA—such as: Budweiser Beer, Blue Plate Foods, Carnation Milk, 4-Way Cold Tablets, Feen-A-Mint, Cheer, Ford, Sinclair, Sealtest, Lucky Strike Cigarettes.

Write today for facts and figures on your particular field.

ARCHIE S. GRINALDS, JR., Sales Mgr.
BERT FERGUSON, Exec. Vice-President
EGMONT SONDERLING, President

Represented by THE BOLLING CO.

One of an informative series for WDIA, 50,000 watts, Memphis
A SONDERLING STATION

Coming Conventions

April 3-7. National Assn. of Broadcasters annual convention, Conrad Hilton Hotel, Chicago.

April 5. Premium Advertising Assn. of America conference, in conjunction with the premium buyers exposition, Navy Pier, Chicago.

April 10-14. National Assn. of Transportation Advertising Inc., spring meeting, Casa Blanca Inn, Scottsdale, Ariz.

April 20-21. Associated Business Publications, fifth annual sales management seminar, Westchester Country Club, Rye, N. Y.

April 21. Assn. of National Advertisers, fifth annual workshop on Advertising to Business and Industry, Hotel Plaza, New York.

April 21-23. Western States Advertising Agencies Assn., 10th annual conference, Shelter Island Inn, San Diego.

April 21-23. American Assn. of Advertising Agencies, annual meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 22. Assn. of National Advertisers, workshop on Trade Shows and Exhibits, Hotel Plaza, New York.

April 24-27. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 24-27. Annual sales promotion convention, National Retail Merchants Assn., Paradise Inn, Phoenix.

April 25-27. Sales Promotion Executives Assn., third annual national conference, Hotel Astor, New York.

April 25-28. American Newspaper Publishers Assn., annual meeting, Waldorf-Astoria, New York.

April 28-30. Advertising Federation of America, 5th District, Columbus, O.

May 1-4. National Newspaper Promotion Assn., annual convention, Westward Ho Hotel, Phoenix, Ariz.

May 2-4. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 4-5. Direct Mail Advertising Assn., regional convention, Fairmont Hotel, San Francisco.

May 8-10. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

May 8-11. Associated Business Publications meeting, Hot Springs, Va.

May 12-13. Public Utilities Advertising Assn., Waldorf-Astoria, New York.

May 12-15. Advertising Federation of America, 4th District, Beach Club Hotel, Fort Lauderdale, Fla.

May 13-14. Point-of-Purchase Advertising Institute, third annual meeting, Mayflower Hotel, Washington, D. C.

May 15-18. National Sales Executives, annual convention, Buffalo, N. Y.

May 23-25. Assn. of Railroad Advertising Managers, Diplomat Hotel, Hollywood, Fla.

May 26-29. Federation of Canadian Advertising and Sales Clubs, 12th annual convention, Royal Hotel, Guelph, Ontario.

May 26-31. National Federation of Advertising Agencies, annual management conference, Northernaire Hotel, Three Lakes, Wis.

June 1-3. International Advertising Assn., annual convention, Waldorf-Astoria, New York.

June 5-8. Advertising Federation of America, 56th annual convention, Hotel Astor, New York.

June 5-9. Assn. of Industrial Advertisers, annual convention, Shoreham Hotel, Washington, D. C.

June 8-9. Fifth annual Circulation Seminar for Business Publications, Pick-Congress Hotel, Chicago.

June 12-15. National Assn. of Direct Selling Companies, Hotel Statler, New York.

June 15-17. American Marketing Assn., annual meeting, Hotel Leamington, Minneapolis.

June 19-24. National Advertising Agency Network, national conference, Oyster Harbors Club, Osterville, Mass.

June 20-24. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

June 26-29. Advertising Assn. of the West, annual convention, Hotel Del Prado, Mexico City.

July 10-13. Newspaper Advertising Executives Assn., summer meeting, St. Francis Hotel, San Francisco.

July 10-16. Outdoor Advertising Assn. of America, annual meeting, to be held in conjunction with the International Congress of Outdoor Advertising, Royal York Hotel, Toronto.

Aug. 2-5. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Sept. 21-23. Life Advertisers Assn., annual meeting, Essex House, New York.

Oct. 2-4. Advertising Federation of America, 7th District, Chattanooga, Tenn.

Oct. 9-13. Direct Mail Advertising Assn., 43rd annual convention, Americana Hotel, Bal Harbour, Fla.

Oct. 12-15. Affiliated Advertising Agencies Network, annual meeting, Mountain Shadows Resort, Phoenix.

Oct. 22-26. National Newspaper Promotion Assn., central regional convention, Sheraton Towers Hotel, Chicago.

Nov. 14-16. Annual convention, Broadcasters' Promotion Assn., Sheraton Charles Hotel, New Orleans.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

MILEAGE—*Chevrolet is getting as much mileage as it can out of its Corvair receiving the Motor Trend "car of the year award" in magazine, newspaper and television advertising. Campbell-Ewald Co., Detroit, is the agency.*

Intl. Film Festival Offers Awards for Non-Theater Films

San Francisco's 1960 International Film Festival to be held Oct. 19 to Nov. 1 will, for the first time, offer nine Golden Gate award prizes in the 16mm non-theatrical film competition. Awards will be made to the best 16mm films produced in nine different categories ranging from industrial and institutional films for private and public use through educational films for special training and classrooms.

Irving M. Levin, festival director, has appointed Carol Levene, San Francisco film producer, director of the 16mm section of the competition. Entrants must submit outlines of their film subject to Miss Levene at 172 Golden Gate Ave., San Francisco, before June 1. A panel of jurors will pre-screen all eligible entries and select three films in each category for judging by a final jury.

"Did you know they tore down four foreign cars and examined every part before they designed the Falcon?

That's right. Ford's Purchasing Department costed the Falcon from drawing board to production line.

That's the story Purchasing Magazine is coming out with May 23 — this year's Value Analysis issue.

Closing date? May 2. Great ad opportunity! Want in?"

One of the world's greatest house-to-house salesmen

(sometimes)

He can make as many as 18,000,000 calls a minute, and get inside the house every time. But what happens then? Does he get the order, or just tell a few jokes and leave?

The answer is important, for this salesman doesn't work on a commission basis; he gets paid, and paid plenty, whether he makes the sale or not. . . . At N. W. Ayer we've learned a lot about how to make this gifted but hard-to-handle fellow really go to work. When he does, he's one of the world's greatest house-to-house salesmen. **N. W. AYER & SON, INC.**

The commercial is the payoff

New study explores a third dimension of media strength...

Reader Attitudes

In personal selling, everybody knows the attitude of the customer toward the salesman can make or break a sale.

The success of advertising likewise depends, to a considerable degree, on readers' attitudes toward the publications they see it in.

This is the third dimension of media strength which Market Psychology, Inc. has explored for Parade. Readers of Parade were interviewed in depth to discover their opinions and attitudes toward various publications. Their beliefs and prejudices were uncovered through the same interview techniques used by leading manufacturers to discover consumer attitudes toward their own and competing products.

Parade readers revealed what kind of people they believe are attracted by each publication, their appraisal of each publication's "personality" and editorial strengths, as well as the kind of advertised products they associate with the different publications.

First showings of this study are now being made to advertisers and agencies. Here are typical comments from those who have seen it:

- "This is the kind of information we have needed for some time to help us evaluate the effectiveness of our advertising." (*Ohio Advertiser*)
- "Since our advertising of a service demands a proper atmosphere or climate, this study on reader attitudes has been most helpful." (*New York Advertiser*)
- "Congratulations on a forward step in providing information on publications." (*Chicago Agency*)
- "Your new research study helps me to a better understanding of audience reaction to Parade." (*Iowa Advertiser*)
- "A genuine 'first' in an important area." (*Philadelphia Agency*)

PARADE

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million families every week.

For further information regarding this study write or phone your nearest Parade office:

NEW YORK: L. R. PELOQUIN, MGR., 285 MADISON AVE., N. Y. 17, N. Y., PHONE: MU-6-8171 **CHICAGO:** W. J. REYNOLDS, MGR., 135 SO. LA SALLE ST., CHICAGO 3, ILL., PHONE: FI-6-5440 **DETROIT:** J. L. HAMMEN, MGR., 28 W. ADAMS ST., DETROIT 26, MICH., PHONE: WO-3-8186 **SAN FRANCISCO:** R. ZUNICH, MGR., THE MENNE COMPANY, 114 SANSOME ST., SAN FRANCISCO 4, CALIF., PHONE: GA-1-3846 **LOS ANGELES:** W. L. MENNE, MGR., THE MENNE COMPANY, 711 SO. VERMONT AVE., LOS ANGELES 5, CALIF., PHONE: DU-1-1271

Feature Section

Advertising Age

Right Sell for Rambler—Creative Man

Facts on Heart Trouble—Weiss

Grapevine Is Effective Employe Communicator

New Twist to Testimonials—Skippy Ad

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Right Product, Right Price, Right Market? It Won't Sell' . . .

U. S. Sales Executive Employed in Italy Warns Against Over-Optimism about Foreign Markets

Not long ago James H. Kennedy, public relations and direct mail counsel, of Westport, Conn., sent two published articles on cracking the European market to a friend in Italy. The friend, a former U.S. sales executive and management consultant now with a prominent Italian company, wrote the following letter in reply, debunking what U.S. marketing men are writing about the optimistic outlook abroad for U.S. manufacturers. The writer, who must remain anonymous, gives the other, less rosy and (for him) more realistic side of the picture, from his own first-hand experience.

Dear Jim:

Just received the ~~tear-sheets~~ you sent me of the recently published articles by those two self-proclaimed experts on European marketing.

When I know that you are goading me on purpose, I'll be damned if I know why I rise to your bait. I couldn't let these two pass, however.

The article on Italy read like the label on an old-time patent medicine bottle. "Simply rub on a few drops of Italian Applied Economics and the result will be commercial rejuvenation, surpassing profits, happy stockholders, muzzled directors, etc."—Why didn't he throw in the Millennium for good measure?

■ Jim, such irresponsibility is dangerous; especially so when these golden opportunities are purported to respond immediately and passionately to American business philosophy, American basic thinking, and American functional techniques. "Pick it up in Detroit, or in Chicago, or on Madison Avenue and drop it in Milan—and watch it grow!" they say. Wow! Watch it go up in smoke would be more like it.

I do not say that there isn't opportunity here. There is. But it doesn't automatically respond to the proper combination of capitalization, manufacturing facility, product desirability and organization. The right product at the right price with an obvious market more often than not doesn't get off the ground. "Why?" you ask.

■ There are vast differences on the lower but fundamentally important levels of the economy from what we are used to in the U. S.

Many of these basic differences are social in nature but they manifest themselves in economics and very often do so through some sort of political intervention. There is not the freedom of action here that so often makes the difference between mediocrity and real success in the U. S. It is possible here to know exactly what to do, how to do it, when to do it and have the complete means of accomplishment, and *not be allowed to do it*. The buzz-word boys don't talk about such things probably because they haven't had the real line experience that uncovers such obstacles.

Calls Italian Retailing Inadequate in Piece Goods

For example, my company as you know, is a fully integrated textile operation. The financial structure is sound. The product line is competitive and it offers very satisfactory dollar-for-dollar value to an industrial fabricator or to a wholesaler. However, for some products, I, as marketing counselor, feel that the present channels of distribution are mechanically unsatisfactory and a great impediment to the proper flow of goods to the consumer.

In the marketing of woolen, worsted and blended piece-goods for instance, there are only *eight* retailers for each wholesaler. The ordinary, average retailer (and there are over 20,000 of them) is somebody who cannot afford to buy the proper selection of merchandise to offer the consumer. He is in business because it happened to be handed down in the family. He cannot pay his bills on time since, in many cases, the extension of credit is the only attractive sales proposition he can offer his customer. He ekes out a pretty unsatisfactory existence and in doing so more than partially stagnates distribution.

■ "Well," you say, "if the retail function is being performed unsatisfactorily, and you have all the qualifications, why don't you make yourself a Robert Hall-type of operation? Go to the consumer yourself. Cut through those unwieldy channels. Give the consumer an opportunity to spend his money for something that appeals to him and which represents equitable value at the same time."

I agree! *But, it can't be done.* It is necessary to obtain licenses and franchises at lower region and provincial levels in order to operate business establishments. These are firmly withheld because the bureaucracy allegedly feels that, if not controlled, the large operator may someday, somehow constitute some kind of monopoly. The philosophy that something is probably right if it does the most good for the most people is not subscribed to here. Yet you don't hear the buzz-word boys talk about anything like this. And such hidden obstacles could be a real mousetrap to American investment.

These things too often only become apparent when they are uncovered in the attempt to effect a plan which, to succeed, must overcome them. The result—end of plan. Try something else, if you still have your shirt.

Production Claims? '100% of Nothing Is Nothing'

Another thing the buzz-word boys harp on that is very tiresome, and often invalid, is production claims. They keep talking about percentages, seemingly oblivious of the fact that 100% of nothing is nothing. And they talk about the Common Market as if it were a new economic panacea.

■ Let's take my industry. It is basic and necessary to the Italian economy. It is basic and necessary to the economies of the other Common Market countries. There has been no steadily rising production rate. True, there have been high points but also there have been levelling-off steaks and drops as well. If we look at Production Index using 1953 as a base 100, last year in fabric production, Italy operated at 118, France at 116, Germany at 101, Belgium and the Netherlands at 92. Out of whose ear do some of these fellows pull their figures?

■ "Use Italy as a springboard to sell the African and the Middle Eastern markets!" they say. What are you going to sell them and what are they going to pay in? If you say, "They have oil," I'll say, "Yes—then what?"

But what do we sell them of a manufactured nature? Refrigerators, washing machines, automobiles, air-conditioners, telephones, radios, televisions, ivy-league suits? When? I'll tell you 'when'—in about the year 2000, and by that time we may have a few more people in the good old U. S. who would like to have some of these things, too.

Jim, tell them there are no miracles! Free enterprise actually is practiced here to a much lesser degree than at home. I don't say that an American outfit can't come over here and operate profitably. It can—depending upon the individual definition of the word "profitably"—but it must exercise real caution and above all it must be properly informed of what goes on at the actual ground level. It must have some idea of the normal customer attitudes *and*, to be competitive, it had better have some idea of the tactics its competition will employ.

Says Trade Terms, Discounts, Rebate Systems 'Curl Your Hair'

If an American outfit comes over here with a published price list and expects to adhere to it, it's sunk. The customers will absolutely refuse to believe that prices are the same to all. "Wait a minute," you say, "lots of businesses have published price lists over there." You're right, they do, but they also have myriads of trade terms, discounts, and rebate systems that would curl your hair.

One thing that helps to continue such practices is that *everything* is a secret. There is no dissemination of information among business people, even those in widely divergent activities. To suggest that two enterprises in the same industry could possibly ever exchange information of even a credit nature is considered concrete evidence of feeble naivete. What passes here for a trade association, by our standards, is a complete emasculation.

■ The buzz-word boys talk about tax conclusions. *Look out!* Taxes often involve the deepest and darkest of the secrets.

Americans can place themselves at a great disadvantage sometimes because our business morality will not allow us to resort to some of the practices that go on elsewhere. We Americans think that we're pretty good business men. I say that we're the best the world has ever seen. But although we like to believe that we're cute, and shrewd, and sometimes ruthless, we play according to the basic rules. It may be because we're afraid not to—but we do, and we are used to doing it.

Can you imagine an American business keeping three sets of financial data and getting away with it year after year after year? One set for yourself, one set for your bank, and one set for the government. I think you will agree that such

tactics could result in quite an advantage to the talented practitioner. Would U. S. capitalization resort to this? I doubt it. And I hope not.

Yet over here this type of manipulation is reported to be a well-practiced art by all but the most enlightened managements. The tax collection agencies take it for granted that declarations are never authentic. Not only is everything negotiable but everything has to be negotiated. Believe me, the hardest thing in the world to do over here is to convince someone that you're honest.

▪ To my mind, this triple bookkeeping business probably results in more loss than profit. By the time the trusted few are finished fooling around with all the books I suspect that more often than not they have concocted some kind of minestrone. While I don't see how any sensible financial planning can result from such shenanigans, still the practice exists and any U. S. neophyte should be forewarned. What is more important than the act is the philosophy it discloses.

Cites Under-the-Table Salary Payments to Avoid Taxes

Another local fiscal phenomenon is the regular under-the-table salary payment. This too, is a result of the corporate reticence to divulge information. This type of remuneration method is resorted to by many employers over here, particularly with employes on higher levels. It goes like this:

The employe is paid a modest monthly stipend in cash, usually from 20 to 25% of the amount he has contracted to receive. He pays tax on this 20-25%. Then, in addition to this partial payment, he receives a transferrable, non-traceable bank check for the difference. His name never appears on it. Can you imagine anyone daring to do this in the U. S.? Employers and employes alike would be walking down their office halls with their wrists straight out in front of them waiting to be hand-cuffed.

There's a lot more. Banks and banking over here are guaranteed to make an American gasp in astonishment. Relations between landlord and tenant are something like what must have gone on between stage-coaches and Billy the Kid. Did I mention labor relations? Don't be surprised if the arbitrator turns up wearing a round collar.

To me, this is the sort of information that is useful—it's tactical.

Jim, if you know any individual or entity contemplating all those "can't miss" reasons why he should branch out internationally, make damn sure he knows what he is doing.

'Beware of Buzz-Word Boys'

If you want any more on-the-spot information for anyone you know, I'm at your disposal. In the interests of U. S. business though, I say, "Beware of the buzz-word boys!" Business is good here. It will become better—but not overnight. And Jim, as I've always told you—if you can't do it in the U. S., you can't do it. This goes for business entities as well as individuals. The foreign market is fine for "plus" business and for expansion and for venture capital but there are too many vagaries and uncontrollable variables involved to depend upon it to bring home the bacon by itself.

I wanted to give you a few words on Germany where everything and everybody are different from everything and everybody anyplace else, but it will have to wait for the second verse.

So long for now. I appoint you a one-man watch dog. The buzz-words shall not pass—at least unchallenged.

Sincerely,
Bift

The Creative Man's Corner . . .

Rambler Rumble

Rambler Tops All But 2 U.S. Cars In Production Because

Rambler Quality Runs Deep

We enjoy and respect such expository copy as appears in this particular Rambler ad. It is highly factual and tells you in detail of the many advantages to be found in Rambler—rust-proofing over most of the body, 100% single unit construction, 15-inch tires that wear longer than 13-inch "foreign size" tires, half again more luggage space, and so on.

Rambler needs such selling, we believe, because it does not have behind it the magic—and we use the word for its basic meaning—of the General Motors or Ford or Chrysler image. Over the years, one has heard so much about the benefits of mass production that he finds it difficult to believe that a small, independent motor car manufacturer could possibly pack as much value into his car as one of the Big Three.

We wish the layout had about it a little more feeling of quality than it has. The buck-eye appearance, we're afraid, emphasizes the very thing Rambler should be eager to de-emphasize: It *looks* like a small company shouting to make itself heard.

Rambler (we really mean Romney) showed such foresight in pioneering the so-called compact car, we believe it deserves not to be swallowed up. Considering the head start it's had, its production facilities must equal or exceed those behind Corvair, Falcon and Valiant. We loathe ads that show The Factory, but maybe this is what Rambler needs most at the moment.

We've driven the Rambler. We like it. As we probably have conveyed, we're all for it. #

On the Merchandising Front . . .

How's Your Heart?

By E. B. Weiss

This is an unusual subject I am about to discuss—that is, an unusual subject for a layman. You see—I propose to talk about hearts; about your heart.

Why in the world should I get off on this subject?

E. B. Weiss

Well—I think there is a very good reason. And this is the explanation:

▪ Business men have been exposed to so many untruths about heart trouble—about the dire consequences of business pressures—that a bit of reassurance might be in order. So relax—while we have a heart-to-heart talk about that amazing organ, the human heart.

Coronary heart disease is responsible—*apparently*—for about one-sixth of all American deaths; again "apparently" it is responsible for one-fourth of all deaths among men who are over 35. I insert an escape hatch in the form of the word "apparently" for these reasons:

• The cause of death as identified on death certificates has been found, on autopsy, to have a range of error on the order of a fantastic 30%! In other words, doctors are not remarkably successful in identifying the cause of death—except on the autopsy table.

• Even on the autopsy table, there is room for a considerable margin of error. Certainly, what the autopsy disclosed 25 years ago is quite different from what the autopsy discloses today. And there is every reason to believe that autopsies 25 years from now will be much more revealir han is true today.

• Doctors are not immune to passing medical fads and fancies. Coronary is a highly popular term today. Consequently, there is an almost "automatic reflex" tendency on the part of doctors to isolate coronary as the cause of death.

• Frequently, death comes from a complicated variety of causes. Coronary may be one of these causes. When this is the case, doctors don't know really which one, or which of several causes is or are most directly responsible for death. But, since coronary is in the "news" (medical as well as layman's news), it tends to get the "credit."

▪ We hear a good deal to the effect that the American business man is especially subject to heart trouble. Let's look abroad.

1. When our coronary rate is compared with that of other nations, bear in mind that there are variations in each country in diagnostical procedures and in death-reporting procedures. This is seldom pointed out when, for example, we are told that the coronary death rate in our country is several times higher than in Japan.

2. There has been little scientific ability to move from so-called "statistical incrimination" to *scientific* confirmation of a given medical theory. And statistics have proved so unreliable in medical science that the great medical scientists tend to give them little heed.

3. Stress and strain are usually charged with being the main culprits. Is there any reason to believe that stress and strain are more prevalent in this nation than in Japan—or in any nation whose people presumably have a lower coronary death rate than we do? Or is it more likely the case that our standards of living have given us somewhat *more freedom* from stress and strain?

4. The statistics "show" that there is more heart disease among Italians in Boston than among Italians in Naples. But—are the diagnostic techniques in the two areas the same? Is the Italian who emigrates the same as the Italian who remains in his native land? Can an accurate sampling of Italians in Naples be duplicated in Boston—is like being compared with like?

5. It can be shown that young men who are top athletes in college are, actually, several times more likely to die from heart attacks than their less active schoolmates. Is it possible that some set of physical circumstances—and maybe mental circumstances, too—that contribute to the making of a great athlete may also lead to coronary? Also, since top athletes contribute a very tiny "sample" of American males, does the very smallness of the sample when compared with all American males have the usual statistical in-

Mr. England...and the two Mrs. Churchills

His mother was a "fairy princess." His wife, "the loveliest woman in all England!" But he was just "that impossible upstart" when he first swaggered into history.

Two queens, three kings and a dozen wars later, he is the rugged symbol of England. And, in April Ladies' Home Journal ("The Two Women in Winston Churchill's Life"), you get a sharp-focus view of the mother and the wife who helped fashion his astonishing career.

Well worth reading. But then the Journal always is. That's why women like the Journal best—by far—of all women's magazines. It's why they read the Journal with such thoughtful attention. And why they respond better to the advertising they see in its pages.

LADIES' HOME JOURNAL A CURTIS PUBLICATION

ART & COPY

efficiencies of small samples?

6. City life presumably involves more stress and strain than farm life. Actually, this is very debatable—farmers surely have their share of problems that cause stress and strain. But if this were so, and if the figures are accurate, why is it that South Carolina has the highest heart disease rate of any state in the nation? Why is it that Connecticut has a lower rate than Maine, Vermont and Montana? Why is it that Montana has a much higher rate than New Mexico—(the latter has the lowest rate in the nation)? Clearly, there is no pattern—and where there is no pattern, there is no substantiated theory.

7. Diet is, of course, supposed to be a great culprit in coronary. But a statistician at the University of California reviewed all of the coronary statistics relating to fat in the diet—and could not isolate a clear-cut relationship. Example: Denmark, The Netherlands, Norway, Sweden and West Germany have diets as rich as ours. But, presumably, their coronary mortality rate is much lower. And why don't our women show a similar jump in coronary rate; clearly they eat as much fat as do American men.

8. How much of the present-day flood of statistics on coronary stem from the fact that coronary heart disease has been isolated as a medical problem for less than 50 years? As late as the 1930s, innumerable doctors wrote "acute indigestion" or "lung disease" on death certificates when coronary may have been the cause! Obviously, statisticians were "proving" in those days that the high rate from "acute indigestion" was due to our fat diet, to stress and strain, etc. Such is life with statistics. When you read that diseases of the heart and circulation killed only two out of ten Americans in 1900—but killed five out of ten in 1958—remember that the 1900 diagnosis was probably all wrong; and the 1958 diagnosis may, by 1965, also be proved to harbor a large margin of error.

9. Higher living standards have also been marked out as a heart criminal. Unfortunately for those who compiled these particular statistics, the figures for other high-standard-living nations (like Sweden) just won't cooperate.

10. You've heard oodles about cholesterol. But, in autopsies, it has yet to be found that there is any relationship at all between a high cholesterol level and coronary; on the contrary, a pretty high percentage of coronaries examined in the autopsy room have been found to have a *low* cholesterol level. Maybe we'll soon be told: Raise your cholesterol level! Said one heart expert:

■ "The only reason we keep measuring cholesterol levels, frankly, is that no one knows what else to measure in the blood that may be more significant."

Since cholesterol and diet are presumably closely related, it is significant to note that the American Heart Assn., no less, has advised—through a special committee on nutrition—against any "drastic dietary changes, specifically in the quantity or type of fat in the diet."

11. Cigaret smoking has also been charged with a role in coronary. But the American Heart Assn., unlike the American Cancer Assn., isn't gullible when it comes to statistics. It refuses to revise a statement it issued several years ago which baldly and flatly stated that "the evidence is not sufficient." Says the American Heart Assn.: "There is not even a good theory to suggest how smoking could harm the coronary arteries."

12. Until the last very few years, the man who suffered a coronary was treated as an invalid. He was barely permitted to move. Presumably, the statistics suggested this routine. Today, the emphasis is on "exercise"—both to prevent coronary and as part of the treatment for coronary.

13. Returning to "stress and strain." It comes off the tongue so easily. And reams of statistics have been compiled on stress and strain as a cause of coronary.

But do you know that nobody has ever been able to *define* "stress and strain"? Nobody has ever been able to mark out *normal* stress and strain, *abnormal* stress and strain, etc.

Without definition—of what use can statistics possibly be? Incidentally, so that you executives won't worry about coronary, extensive surveys by Consolidated Edison, Du Pont, Esso, Eastman Kodak, New York Telephone have failed to disclose *any correlation whatsoever* between heart disease and level of job responsibility. (If you lived in Poland or one of the other satellite nations do you think you'd suffer from less "stress and strain" than as a retail executive? Try it and see!)

Statistics show that members of Liars Clubs also have a lower coronary rate than the general public. Maybe liars have an escape valve that lessens stress and strain? Silly—but no more so than some of the theories that are vouched for by countless statistics (medical and marketing). #

AD-VERSE REACTIONS

"with charity toward none"

By Draper Daniels

Secretary

She sits outside the place of God
And does not deign to smile or nod.
She knows what ladies' rooms are made for
And wonders what her boss gets paid for.

Salesense in Advertising . . .

This Ad I Like

By James D. Woolf
Creative Consultant

Shown here is an advertisement, clipped from *Life*, which is certainly a departure from standard practice. The advertiser frankly admits that Groucho Marx has been paid for his endorsement of Skippy Peanut Butter. I may be wrong, but I don't recall any user of testimonials making such an admission. The adman who thought up this series surely has an original mind and contempt for precedent; the ads are stoppers and undoubtedly will get good Starch ratings.

James D. Woolf

I suspect that the general public, especially readers of such magazines as *Life*, knows that many, if not all, testimonials are rigged. Back in the '20s women may have believed that "9 out of 10 screen stars care for their skin with Lux toilet soap," but I have a notion that this startling assertion, even if true, would not be believed without question today by women of average intelligence. In fact, I am beginning to wonder if the day of movie star testimonials, especially in the good media, is not just about over. I have checked through the March issue of the *Ladies' Home Journal* and find only a single ad featuring a movie star. As a matter of fact, I find only three testimonial ads in the entire 200-page issue.

■ Inasmuch as the subject of this piece is testimonials, I should like to say that the No. 1 testimonial requirement in my book is that the endorser knows whereof he speaks. I recall a Prest-O-Lite battery ad of some years ago featuring Johnny Lujack, the famous quarterback. I wondered then if his testimony carried much weight. If you were about to buy a battery, would you rather have the advice of Lujack or, say, Captain Eddie Rickenbacker or Jimmy Doolittle? Or take cigarets. Or beer. Or shaving cream. Do you know what you like, or do you depend on the testimony of baseball stars, explorers, authors, polo players, and bridge champions?

To be effective, a testimonial must not only be authoritative; it must be believed. Here is a mouthful I find hard to swallow: "For the most beautiful hair in the world 4 out of 5 top movie stars use Lustre-Creme Shampoo." Top movie stars have their hair shampooed by professionals, and I think the general public is aware of this fact.

But to get back to the Skippy ad. It's new and different and credible. The copy admits frankly that Groucho is being paid for his kind words. It doesn't matter that children constitute the market for peanut butter; it's mother who does the purchasing, and I think this novel ad will sell a lot of the product. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.

Employe Communications . . .

The Grapevine as a Communicator

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

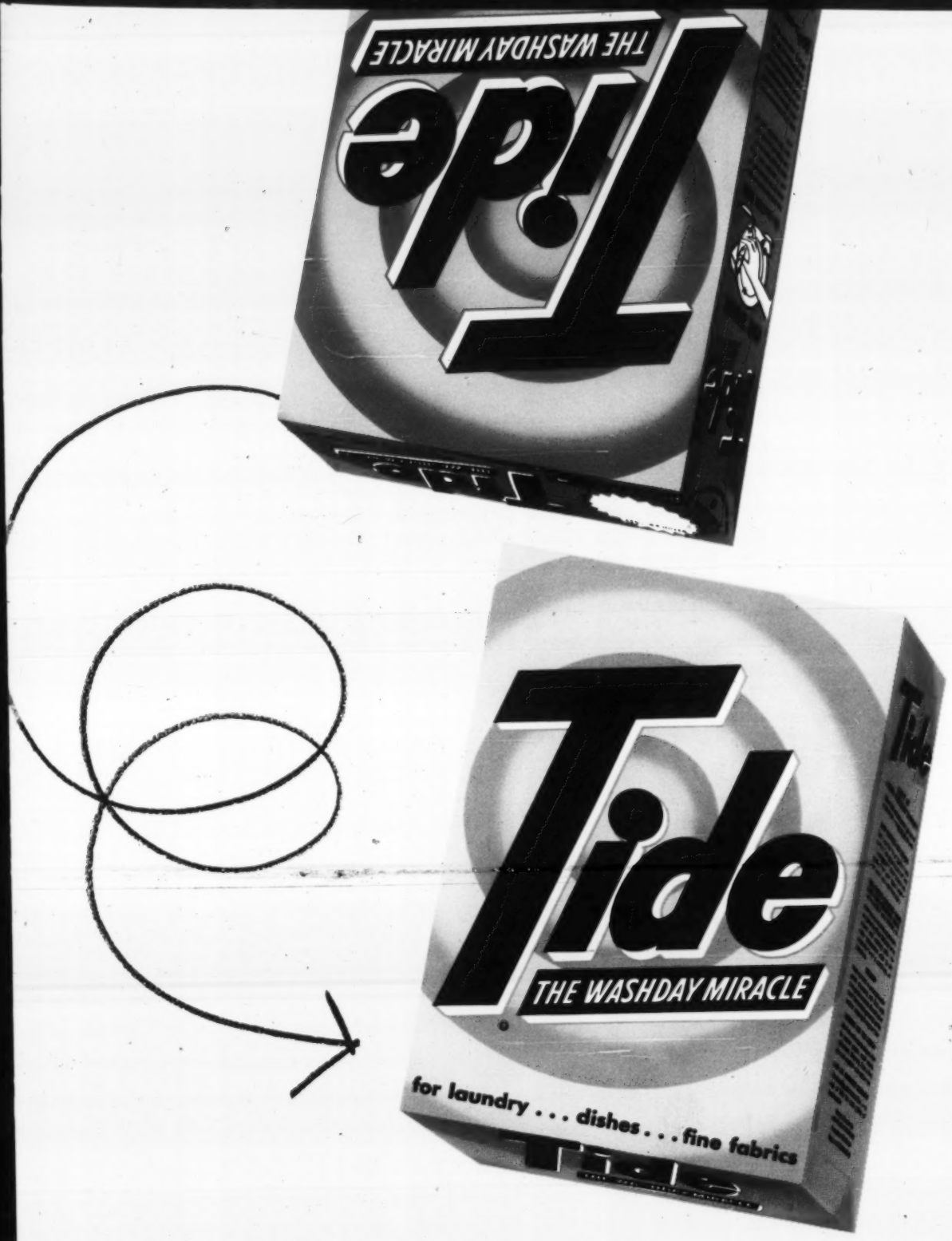
Old hands at the art of communicating with employes recognize that the factory grapevine is the fastest of all methods of reaching employes. Curiously, it is often accurate although nobody ever knows when it is going to be. Recently, at the U. S. Naval Ordnance test station at China Lake, Cal., a study of communications effectiveness revealed some attitudes—plus and minus—about the grapevine's speed and effectiveness.

The test station uses several means of communicating with its 4,000 employes, including supervisors—a weekly newspaper, official directives, personnel meetings, bulletin boards, an employe-management council and assorted official memoranda. The survey was designed to disclose the speediest and most effective form of communication.

In the speed category, the grapevine led the popularity poll, with 38% of employes labeling it most effective. The supervisor followed with 27%, official memoranda with 17%, the station newspaper with 7%, and so on down the line. The study showed that there was less reliance put on the grapevine by employes with little seniority. According to *Social Science Research Digest*, whose editors looked into the matter, reliance increased with seniority up to five to seven years, leveled off, and then dropped sharply among employes with 12 or more years of service.

In the category of effectiveness, however, the grapevine yielded to all other devices. Here the weekly station newspaper led the rest, followed by official directives, bulletin boards, personnel meetings and the employe-management council.

There were some heartening volunteered disclosures involved in the study of



Tide* Turns to Day-Glo®

The before-and-after illustrations show why Procter & Gamble is using Day-Glo fluorescent red-orange on the new Tide package.

If this comparison looks exaggerated, a trip to the supermarket will convince you that Day-Glo has given the Tide carton a glowing new dimension. Note how the clean, vibrant Day-Glo color appears to radiate from within.

If you want to know how Day-Glo fluorescent color can add more bounce to your packaging, write or call for more information. Eight brilliant colors are available for gravure, letterpress, lithography or silk screen. SWITZER BROTHERS, INC., 4732 St. Clair Avenue, Cleveland 3, Ohio.

*Registered trademark of The Procter & Gamble Company

new packaging breakthrough

Switzer Brothers, Inc. salutes the carton manufacturers who combined printing know-how with the brilliance of Day-Glo fluorescent color to achieve a new packaging concept.

If you would like to explore possibilities in packaging your product with Day-Glo, you may want to contact one of these carton manufacturers who are printing the Tide cartons by the process indicated:

PACKAGING CORPORATION of AMERICA
Ohio Boxboard Division
Rittman, Ohio *(Gravure)*

ALTON BOXBOARD COMPANY
Carton Division
(Gravure) Godfrey, Illinois

CHICAGO CARTON COMPANY
(Gravure) Chicago 32, Illinois

CONTAINER CORPORATION of AMERICA
Folding Carton Division
(Gravure) Oaks, Pennsylvania

CONTINENTAL CAN COMPANY, INC.
Robert Gair Division
(Gravure) Piermont, New York

DIAMOND NATIONAL CORPORATION
The Gardner Division
Middletown, Ohio *(Gravure)*

FIBREBOARD PAPER PRODUCTS CORP.
Southern Packaging Division
Los Angeles 58, California *(Gravure)*

THE INTERSTATE FOLDING BOX CO.
Middletown, Ohio *(Letterpress)*

THE NEW HAVEN BOARD & CARTON CO.
Bartgis Division
Baltimore 28, Maryland *(Letterpress)*

YOU CAN USE DAY-GLO REGARDLESS OF PRINTING METHOD OR QUANTITY

Although the Tide cartons are now being printed by gravure and letterpress, fluorescent printing inks are also available for lithography and silk screen processes.

SWITZER BROTHERS, INCORPORATED
4732 ST. CLAIR AVENUE • CLEVELAND 3, OHIO

Sales Offices: Berkeley and Los Angeles, California; Chicago, Illinois; New York, New York

VISIT US AT THE NATIONAL PACKAGING EXPOSITION, BOOTH No. 1423, CONVENTION HALL, ATLANTIC CITY, APRIL 4—7

LITHO IN U. S. A.

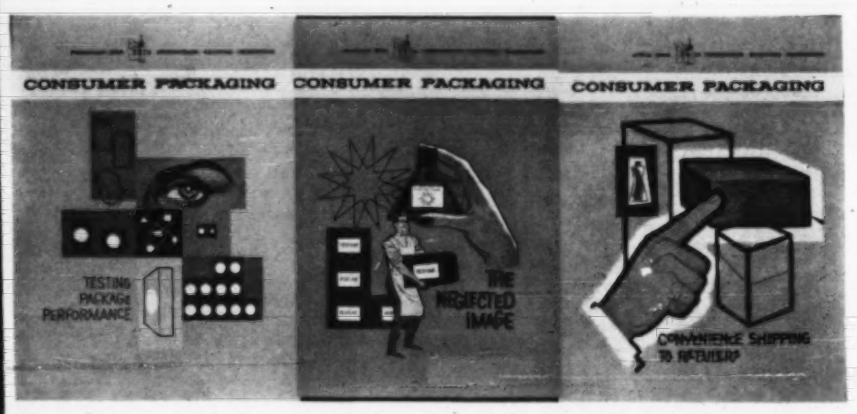
effectiveness: Employes said they value speed, but they want to know that the word they get is both complete and official—that it isn't speculative in any sense. When respondents were asked why they rated one channel of communication first, they generally replied that they "were sure of seeing it." In short, it was regular, it was authoritative, and the station authorities made sure that they saw it.

■ An important point noted by the *Digest* is the conclusion that "if management wants its communication channels to be effective, it must use them consistently to transmit the type of information with which it wishes them to be associated. If bulletin boards are used only for cartoons and 'unofficial stuff,' official announcements from top management are not likely to have much impact. On the other hand, if the bulletin board is habitually used for transmitting important messages, management will find it an excellent all-round communication channel."

Communications people in general know that it is difficult to beat the speed of the grapevine. They also consider it undependable as a news conveyance, so on two counts they pay little attention to it. The more adroit men of communications, however, have learned how to utilize the grapevine, to put it to use as a tool of management. This takes skill and patience.

If you like challenges, sit down sometime and devise your own method. It's much more rewarding than working crossword puzzles. #

Tips for the Production Man . . .



TO ESTABLISH A MOOD—*Consumer Packaging magazine gives its name logo a chance to reign supreme, and presents a headline reminding readers of editorial dedication. This is done by the off-beat "sardine-pack" handling of lettering in the headline, where letters are wedged, fitted, and varied to add flavor, but not detract from the publication title.*

About 'Sardine Pack' and Such Stuff

By Kenneth B. Butler

Sardine-pack—Following our recent piece on the "sardine-pack" or compacted headline, we received an interesting letter from James Dunham, managing editor of *Consumer Packaging*. He commented on the awkward spacing problems of certain character combinations, a fact of life which a design-oriented packaging magazine often encounters.

Mr. Dunham gives additional impetus to the idea of fitting letters closely together in a mood-setting or odd-ball fashion. He points out that on the covers of *Consumer Packaging* this device enables him to give the headline prominence and emphasis in its own right without detracting from the name of the magazine (which is carried in bold, extended, square serif). Further, his publication always carries the publication logo in black; the "sardine-pack" headline in color, for further distinction between the two.

Type can do more than inform; it can establish a flavor or mood. Actually, type can in itself become a form of *illustration*.

* * *

Calendars—It has been some time since we wrote about calendars. This does not mean that the calendar-thinker-uppers have been inactive. Cuneo Press, Chicago, issued a 1960 version of a calendar idea which it reports was popular last year. By means of simple flaps and die-cut apertures, their calendar is folded easily into a triangular shape which permits the entire year to be viewed at a glance. Fine, says Cuneo, for those who have to locate months and dates in advance. This includes nearly everybody. They have patented the idea.

* * *

Money—It is no longer necessary to secure permission of the Secretary of the Treasury when you want to illustrate paper money, checks, bonds or other U.S. securities in print for educational, historical or newsworthy purposes . . . which we take to include sales messages. It is important to note that the reproductions must be in b&w only . . . not in color. #

Looking at the Retail Ads . . .

THE BAY TREE
"A WAY OF LIFE"
. . . created for the Discriminating adult family!
Located on a beautiful three acre estate just two and a half blocks from the Los Gatos downtown shopping center, THE BAY TREE provides the restful luxury of true suburban living. Landscaping, architecture and interior decor have been expressly styled to meet the high standards of the discriminating family. For added summer comfort, a swimming pool is at your disposal, while added pleasure will be found in viewing the sparkling journey of a tiny brook as it wends its way through the site. You'll find nothing like it in the entire Bay Area!
LIVING-DINING ROOM
Richly appointed walls of mahogany paneling, twenty-two feet of glassed area with Arcadia sliding doors leading to patio or sun deck, and a sweeping view of the natural beauty of the Los Gatos Mountains will make this room a favorite.
BEDROOMS
The master bedroom, magnificent in size, and equipped with a full dressing room and high tiled bath, and the second bedroom with its separate bath, dressing room and twin wardrobes, provide an extraordinarily spacious and luxurious suite.
KITCHEN
Deluxe Westinghouse electric kitchens offer every modern convenience. A built-in oven, cooking top with stove canopy fan of stainless steel, electric dishwasher and disposal have been combined to lighten culinary tasks. Beautifully styled hardwood cabinets provide ample room for utensils, while 24 lineal feet of counter space guarantees plenty of working area.
LAUNDROMAT and dryer facilities are also included, plus additional storage rooms for belongings. To insure your comfort all units are equipped with individual thermostatically controlled perimeter heat. And, for complete security, SCHLAGE quality locks have been installed throughout.
RENTS for these deluxe living quarters start at $200 a month. For your convenience a representative will be at THE BAY TREE location, 347 Massol Avenue, Los Gatos, each Saturday and Sunday from 1 p.m. to 5 p.m. For additional information you are invited to call Mr. White or Mr. Barber at DA 1-4545, or visit our main office at 870 Charleston Road, Palo Alto.

The 'Almost It' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

In this column (AA, Jan. 11) we reproduced the ad above and pointed out its weaknesses and the difficulty logical prospects might have in knowing they were being addressed in this space. On Feb. 21, the ad at the right appeared in newspapers, aimed to achieve the same purpose.

This change is a great improvement. This second ad is as informative and forthright as the earlier one was uninformative and devious. Copy is good here but lacks benefits.

Quick, easy changes that would give the ad greater opportunity in the paper, would be a shift in the headline to include a benefit and make the word, "apartment," stand out strongly—plus copy improvement, plus an invitation to action. An appeal to retired people would also help in this particular instance. #

What They Were Saying 25 Years Ago . . .

Mrs. Emily Newell Blair, chairman of the NRA Consumers Advisory Board, addressing the Midwest Conference on Homemaking (AA, March 23, 1935):

"The high percentage of returns which every retail establishment complains of is one way in which the household purchaser shows her dissatisfaction with hit or miss merchandising."

Headlines in Advertising Age (AA, March 23, 1935):

"Sponsored time record is held by Rudy Vallee. Heads Fleischmann Radio Show Since 1929"

"Consumer Union Movement Gains Women's Support"

"Study Shows Products with Greatest Sales Gains in 1934. Alka-Seltzer, Maxwell House, Chesterfield Among Those Picked by Jobbers"

Professor Donald A. Laird in his new book, "'What Makes People Buy" (AA, April 13, 1935):

"The average person is crying inwardly to be taken seriously. Therefore there is a serious question as to whether humorous advertisements, illustrated by well-known cartoonists, are not out of step with mankind in the long run."

Classified ad (job wanted) in Advertising Age (AA, April 27, 1935):

"Age 34—journalism college grad., 2 yrs. newspaper exp., 5 yrs. adv. copywriting and customer service, sales pro. Good references. Salary $50 per week."

Arthur Brisbane, newspaper columnist, in a talk to the Washington and Baltimore Advertising Clubs in Washington (AA, April 27, 1935):

"If you have a man and a woman of about equal intelligence, the woman will be a very much better writer of copy, and possibly a better solicitor of advertising than the man, because men get into a rut more quickly than women, and women have a faculty not only of being interested, but of appearing interested." #

BVI
ELECTRIC CAN OPENERS
GREAT for premiums, contests, sales incentive programs. Available in all price ranges!
For complete details contact:
BURGESS VIBROCRAFTERS, INC.
Dept. A-60 • Grayslake, Ill.

Gail Borden Milk Bows

Borden's Farm Products of New York is introducing Gail Borden Signature Quality milk in the New York market. Gail Borden is premium-priced, multiple fortified and bottled in amber-colored glass and in burgundy-color paper containers.

J. D. Culea Adds Two Accounts

McAllister Equipment Co., Melrose Park, Ill., and Fred Hebel Corp., Addison, Ill., manufacturer of ice cream and coffee vendors, have appointed J. D. Culea Advertising, La Grange, Ill., to handle their advertising and sales promotion accounts.

BIGGEST MULTIPACK NEWS!
PACKAGING COSTS CUT
New HI-CONE plastic carrier packs, stacks, displays and sells beer better... and costs much less!
NEW HI-CONE MULTI PACK CARRIER
Adds Sales Handle to Good Can Design
• Costs less
• Weighs less
• Easily disposable
• Stacks perfectly
• Beer cools faster
• Applies faster 1200 can per min. machines available
Beer
Conex
CONTAINERS PACKAGING
ILLINOIS TOOL WORKS

HI-CONE CARRIER—*The Conex division of Illinois Tool Works is launching its new multi-pack Hi-Cone plastic carrier with this two-color spread in April and May issues of brewing and packaging publications. The Conex division was formed about a year ago as the company's packaging and container division. Lawrence C. Holmberg Co., Chicago, is the Conex agency.*

Int'l Minerals Ad Drive Promotes New Tobacco Fertilizer

SKOKIE, ILL., March 29—International Minerals & Chemical Corp., a leading producer of fertilizer materials, has reversed the old slogan, "We're tobacco men—not medicine men."

They're "medicine" men, in this case with tobacco fertilizer.

The company launched a program to promote Sul-Po-Mag, a fertilizer for tobacco crops.

In addition to increasing yields, the company says the product lowers chlorine content of the leaf, resulting in a slower burning and higher quality tobacco.

Basic tools in the promotion are an eight-page Sul-Po-Mag insert in the March issue of *The Progressive Farmer* (Carolinas-Virginia edition) and spot radio announcements over stations affiliated with the "tobacco network."

Also included in the promotion are a mailing, a manufacturer's kit and Sul-Po-Mag dealer package containing posters and radio scripts for dealer use—and ad reprints, ad mats and jumbo postcards for direct mailers.

Klau-Van Pietersom-Dunlap, Milwaukee, is the agency. #

KVPD Adds Three

Charles F. Gauss, formerly at J. Walter Thompson Co., Chicago, has joined Klau-Van Pietersom-Dunlap, Milwaukee, as group copy supervisor. The agency also added two copywriters: Edwin D. Easley, formerly of Fulton, Morrissey Co., Chicago, and Leonard M. Nohr, formerly of W. D. Lyon Co., Cedar Rapids, Ia.

Becomes Hameroff & Smith

Hameroff Advertising, Columbus, O., formed five years ago, has changed its name to Hameroff & Smith. James G. Smith, exec vp, bought an interest in the agency in the fall of 1958. The agency started with three clients, now serves 29 in central Ohio. It predicts a 49% increase in 1960 billings.

Enter French Market Now—Before French Catch Up, Tsuk Says

NEW YORK, March 29—U. S. companies interested in marketing in France would be well advised to get in now, while they still have an edge in marketing know-how.

This piece of advice was handed out last week by Jean Tsuk, assistant to the commercial counselor in the New York office of the French Embassy.

M. Tsuk told an American Marketing Assn. luncheon that French companies are making increasing use of modern marketing techniques. He noted that "in the next few years a major breakthrough is expected in the acceptance of market research by the average French executive."

However, he said, American companies still have an advantage in this area. "There is still an opportunity in this field that in a few years is unlikely to exist," M. Tsuk warned.

■ The French commercial attache pointed out that some U.S. companies already have taken advantage of this opportunity. He cited Procter & Gamble, which moved into France in 1955. P&G sent a team of marketing executives and used an existing French company to manufacture and distribute its products, thus managing "to obtain from the first year of operation a good share of the market."

As an example of the French progress in marketing, M. Tsuk cited the experience of A. C. Nielsen. He reported that three years ago Mr. Nielsen tried to set up a store audit in France, but after months of "patient efforts" gave up the idea, because "there was simply no way to persuade the small French retailer that the Nielsen people were not Internal Revenue agents in disguise."

■ Today, M. Tsuk added, "things have changed. French retailing is going through the biggest profit squeeze in its history, and the French retailer has understood the help he is getting from sales promotions and the necessity of sales audits. There is today a Nielsen figure available in many lines of business." #

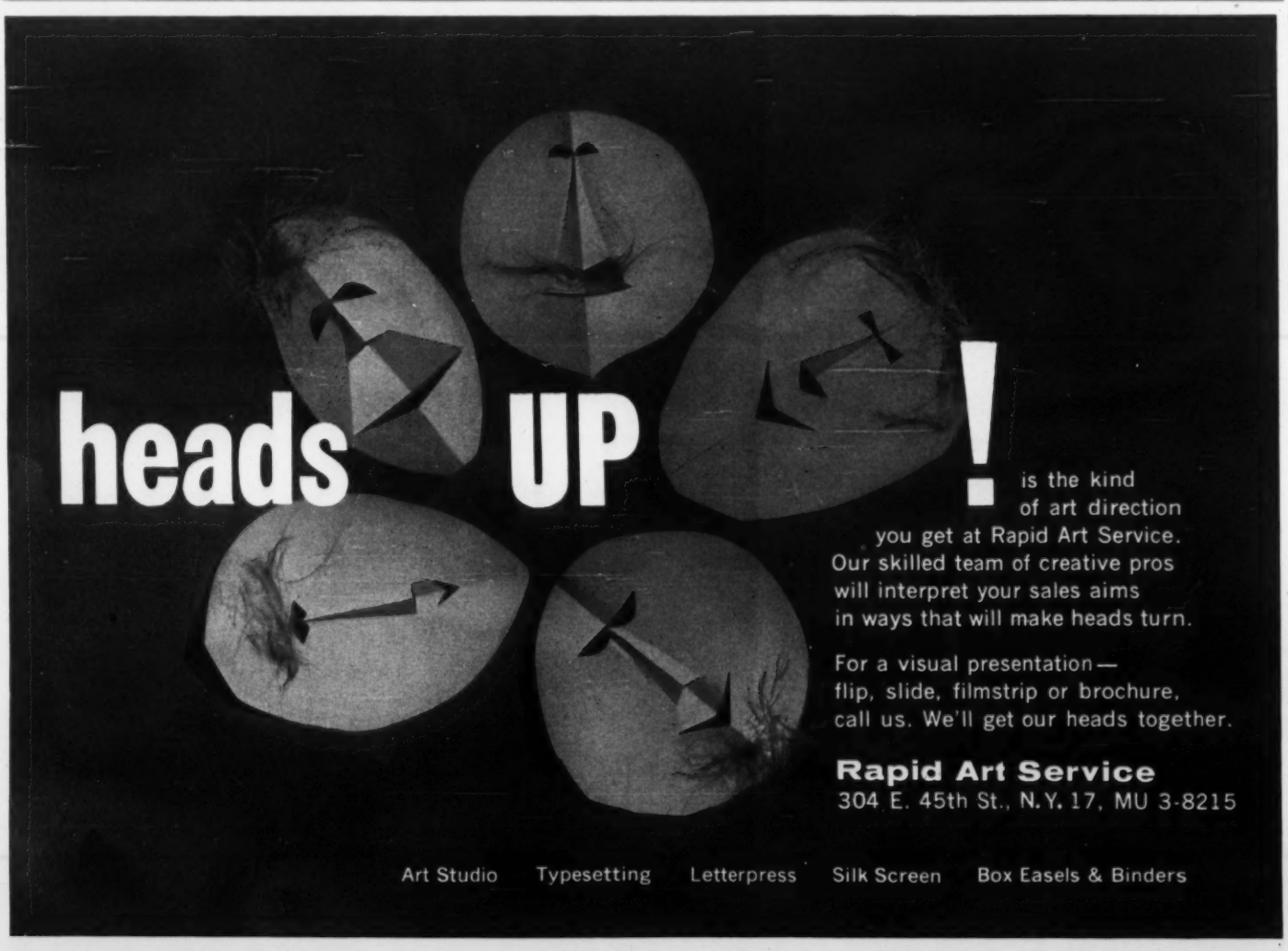
GF Opens Drive for New Swans Down Mix

Advertising for Swans Down cream puff-eclair mix, a new General Foods Corp. product, will break about April 1, with the theme, "New from Swans Down—the only mix for complete cream puffs and eclairs." Newspapers, supplements and nighttime spot tv will be used through Young & Rubicam. Selling for about 49¢, the new product combines three separate packets—for the shell, the filling and topping—in one. The housewife adds milk and eggs.

Wade Named Promotion Head

Lawrence L. Wade has joined the *San Francisco Chronicle* as promotion director. Mr. Wade was formerly promotion manager of the *Press-Enterprise*, Riverside, Cal.

ideas
that sell at the point of sale
CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities
√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.
☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.


heads UP !
is the kind of art direction you get at Rapid Art Service. Our skilled team of creative pros will interpret your sales aims in ways that will make heads turn.
For a visual presentation— flip, slide, filmstrip or brochure, call us. We'll get our heads together.
Rapid Art Service
304 E. 45th St., N.Y. 17, MU 3-8215
Art Studio Typesetting Letterpress Silk Screen Box Easels & Binders

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. Chicago, 175 W. Jackson San Francisco, 100 Bush St.

What? Selling autos and freezers in a supermarket? Yes—that's Family Circle's

ACTIVISM!

Maybe you wouldn't find an automobile or a freezer in your supermarket—but they're being sold there, in the advertising pages of Family Circle. Surprising? No—because advertisers know that the same women who buy Family Circle also buy the sewing machines, shoes, vacuum cleaners and encyclopedias advertised in Family Circle. (Big family these women buy for, too—the highest percentage of families with children reached by any major national magazine.)

This active buying response to Family Circle advertising is a vital part of ACTIVISM. But only part. Because ACTIVISM is the whole spirit of the magazine itself, its growing number of advertisers, and the millions of women who buy Family Circle and the products Family Circle sells. This is ACTIVISM. Whatever you sell—why not "supermarket" it with ACTIVISM?

the dynamic new concept of total magazine performance!

FAMILY CIRCLE IS ACTIVISM!

Revlon Buys More Schick

Revlon Inc., New York, has increased its holdings in Schick Inc. and now owns 26.7% of the company's outstanding shares, according to a recent report filed with the Securities & Exchange Commission.

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd.
Chicago 4, Illinois
WAbash 2-8419

• There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER —now with quarterly revisions. 100% accurate. 352 p.p. —$25.00. Send for your copy today!

THROUGH CHEMISTRY—*Du Pont, on the marketing march in Europe for the first time, has staged a series of exhibitions to introduce its wide range of products. Above are scenes from the fashion show put on in Milan for Italian makers. At right Ambrose Staudt, Du Pont's technical service manager in Geneva, addresses the textile men. A dozen of Italy's top models modeled garments made of Orlon. Du Pont ran a series of 10 Orlon ads in Italian magazines during 1959, plans to double its schedule in '60. SIRPI is the Du Pont agency in Italy.*

Springs Buys 'Echo's' First Ad in Sound

Echo, sight and sound quarterly, introduced last year (AA, June 1), has published its first sound ad. The insertion, in the magazine's current issue, is for Springs Cotton Mills. It includes the third cover, a facing page and a plastic record, on which part of the ad on the third cover has been set to music.

Lennen & Newell, New York, is the agency. Published by Barrie L. Beers and Phil Citron, at 670 Lexington Ave., New York, *Echo* has a current distribution of 15,000 on newsstands and in bookstores and 7,000 in record shops. It sells for $1.50 a copy. The current issue contains six records.

New Tintex Packaging Spurs Color Drive

J. H. Andrews Ltd., Montreal, will start its first magazine campaign in color on Tintex, in May issues of *Chatelaine, La Revue Moderne* and *La Revue Populaire*. Seven half-page units will appear in *Chatelaine* and six half-pages in each of the French-language magazines.

Andrews is going to color because its Tintex packages are now being printed in shades that reproduce the product's 34 hues. Ronalds Advertising is handling the drive.

Two Join Applegate Agency

Harry J. Straw, formerly an account executive and senior copywriter for Edward H. Weiss & Co., Chicago, has joined Applegate Advertising Agency, Muncie, Ind., as vp and creative director. Joe F. Markley, previously with Byer & Bowman, Columbus, O., has joined Applegate's art department.

Du Pont Study Finds Research Vital in Europe

GENEVA, March 29—A research study to determine both the relative values of various media and the best advertising techniques to apply in Europe has just been completed by Du Pont Nemours International, Geneva.

Announcing this, Bob Zintl, Du Pont's advertising manager, said 23 advertising agencies had been hired to gather the basic information. He revealed that when this data has been classified, the company hoped to publish it as a reference guide; it hopes to continue the work on a yearly basis to update the information.

An interesting feature of the Du Pont study is the attempt to assess what effect the different cultural patterns throughout Europe have on ads and how far these should be taken into account in deciding on promotion themes.

This is invariably a problem for American companies setting up shop in Europe. Executives, lacking a reliable guide on an effective sales pitch, tend to model their ads on the so-called "European look."

■ Underlying the Du Pont study is the view that this approach is too static. Said Bob Zintl: "No clear cut case has yet been made to prove the superior appeal here of the 'European look' in advertising."

He added: "The study shows that experienced Europeans favor the adoption of American research techniques as the only reliable guide in shaping promotion policy."

Pending compilation of the Du Pont study in the form of a published report, the company is now using the data to plan 1960 advertising programs. These will draw on a 60% budget increase over last year, with sizable sums being spent on fashion shows, cinema ads and trade publications.

Exhibitions, from a publicity standpoint, rate high in the current program, three of these, recently staged by Du Pont in Zurich, Geneva and Milan, were evaluated a "great success."

At these exhibits the company displayed a wide range of goods, from bathing suits to cocktail dresses, to plastic squeeze bottles, to insulation materials for aircraft. #

Markets 300-Bottle Aspirin

Glenbrook Laboratories, division of Sterling Drug, New York, is introducing a 300-tablet bottle of Bayer aspirin. National distribution is taking place following regional test market studies.

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY
about TCJ Motel Readers is
ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine

If you sell apparel in Oregon...

Nearly ¼ of Oregon's buying families watch KVAL-TV·KPIC-TV

The only clear picture in the Eugene-Springfield-Roseburg market is on KVAL-KPIC. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

* Oregon Apparel Sales $97,753,000—1958.

KVAL-TV Eugene NBC Affiliate Channel 13
KPIC-TV Roseburg • Channel 4 Satellite

THE NEW LONG BEACH CITY ZONE
NOW
508,369
population

THIS IS A LOT OF PEOPLE. HERE IS HOW THEY MAKE A LIVING.

—Occupation, head of household — (Non-retired)

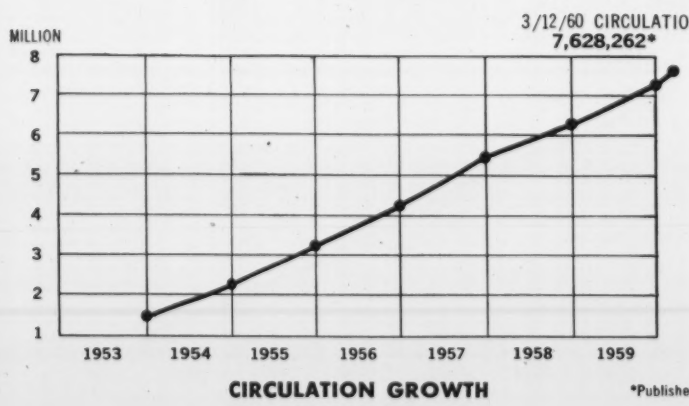
Operators (Semi-skilled)	12.1%
Craftsman & Foreman (Skilled)	19.3
Managers, Officials, Proprietors	12.2
Sales Personnel	8.9
Clerical Worker	8.0
Professional, Technical	13.2
Laborers	6.7
Service Workers — Policeman, Fireman etc.	5.3
Private, Armed Forces	4.5
Unemployed	.8
Other	9.0

Diversified employment assures a stable and prosperous market in Long Beach . . . where nearly 7 out of 10 families read the Independent, Press-Telegram. No "outside" newspaper reaches even 1 out of 10.

Sources: Long Beach Consumer Analysis. Audit Bureau of Circulations.

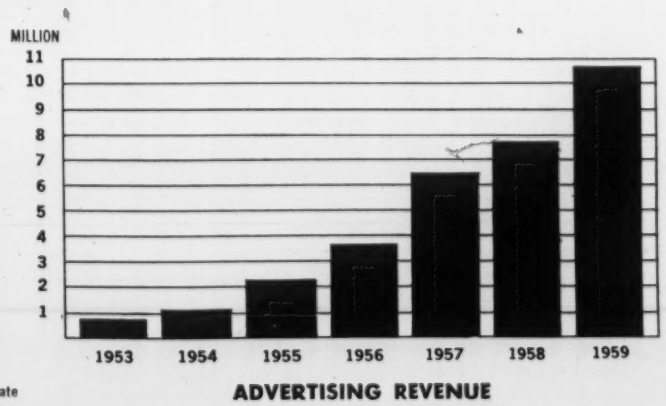
Independent Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

"...with circulation over 7½ million and ad revenue up 37%— they've got a headstart on another leap year..."



CIRCULATION GROWTH

*Publisher's estimate



ADVERTISING REVENUE

JAN. & FEB. 1960
AD REVENUE **37%**
AHEAD OF 1959 PERIOD

TV GUIDE

TURNABOUT—*Mr. Armstrong-Jones, after years of posing others for pictures, became the subject of this—and many another—picture when his and Princess Margaret's engagement was announced.*

Not Always Sharp, but Always Lively . . .

British Ad Field Loses Imaginative Photographer in Armstrong-Jones

Princess Margaret's Groom-to-Be Also Shot Socialites, Styles, Scenery

By Mark Random

LONDON, March 29—Princess Margaret's forthcoming marriage to Antony Armstrong-Jones means that British advertising has lost the services of a talented and brilliant photographer.

He has been quietly winding up his successful business for the past six months or so, long before the announcement of his engagement to Queen Elizabeth's younger sister. One of his last assignments, apparently, was for an agency.

SCOOP SHOT—*Unusual backgrounds have been a hallmark of Armstrong-Jones photos, and this one, used in a Chemstrand Acrilan color ad, is no exception. W. S. Crawford is Chemstrand's agency.*

But the agency—Dolan, Ducker, Whitcombe & Stewart—refused this week to talk about it. It was understood that when Tony Armstrong-Jones, as he styled himself, undertook the assignment, one of his conditions was that there should be no personal publicity for himself.

The reason why he barred personal publicity on this particular assignment is not clear. It may have been the forthcoming announcement of his betrothal. Or it may have been that he did not want his name associated with advertising for a canned beer. Whatever the reason, the agency was saying nothing. Neither was Mr. Armstrong-Jones.

■ There was no reluctance to comment on his previous work in the advertising field, however.

One London account executive, who asked that he not be identified, commented that Mr. Armstrong-Jones' photographic work wasn't always technically perfect.

"Sometimes his work showed small technical flaws: The color might be slightly off balance, or the photograph might be a shade out of focus. Since he invariably used a hand camera, very often a Rolleiflex, which gives a small negative, you could be in real trouble.

"But on the other hand, his approach was brilliant. There are lots of photographers who are technically perfect. Their color balance is perfect, and their focusing is pinpoint. But their work is so often dull.

"You could be damned certain that a photograph by Armstrong-Jones would never be dull."

■ Mr. Armstrong-Jones ranged over a wide field in his photographic work. He was best known as a "society photographer"—a term he hated. He acquired that title in his early days of working on his own, after his apprenticeship to Baron, the best known court photographer of his day, who died in 1956.

In his early days Mr. Armstrong-Jones took photographs at his friends' parties, which he sold to the glossy illustrated society journals.

He turned his viewfinder to travel shots and produced two books—one on Malta and the other on London. He was also keen on the theater and achieved a considerable reputation as a theatrical photographer for the stills he produced of such plays as "A View from the Bridge" and "Tea and Sympathy."

In order to get a footing in the theatrical field he often took photographs at 25 shillings ($3.50) a time at the start—just for the opportunity. His fees later were much, much higher.

■ He also did fashion photography and documentary work. He was extremely versatile. His first work for the royal family was a portrait of the young duke of Kent in 1956.

Mr. Armstrong-Jones, then a comparatively unknown photographer, wrote to the duke requesting a sitting. His request was granted, and he produced a portrait which broke away completely from the traditional. The young duke liked it so much that he distributed copies of it to the press as his official 21st birthday portrait. Other royal sittings soon followed.

■ Among the London agencies which used his work were Colman, Prentis & Varley; W. S. Crawford Ltd.; J. Walter Thompson Co. Ltd.; London Press Exchange and Mather & Crowther.

Early in 1958 W. S. Crawford, then handling the Acrilan account in Britain, engaged a number of top British photographers to work on the account. Tony Armstrong-Jones was one of them.

PACHYDERMATOUS PUSH—*In this Acrilan ad photo Mr. Armstrong-Jones' ingenuity was used in getting an elephant to pose with the human models.*

UNUSED—*This Armstrong-Jones photo, commissioned by London Press Exchange for a Lucky Strike ad, never appeared in print.*

Michael Manton, who was in charge of the Acrilan account, recalled:

"I always found that if you wanted something very unusual or startling, then Tony Armstrong-Jones was your man.

"He could always be relied upon to produce a photograph that gave you a fresh, new look at a thing.

"You could never tell what he was likely to do next. I remember on one occasion we went out with a model in a sample dress and Tony finally photographed her being hoisted up in the grab of a mechanical excavator. The sample dress went back to the manufacturer covered in clay and red oxide. That's the sort of thing that was liable to happen on an assignment with Tony."

■ Among the many photographs he took for the Acrilan campaign was one of a man whose umbrella had blown inside out. It was taken outside his studio, a converted ironmonger's store in Pimlico, on the edge of Chelsea.

Another trick shot, using the body of one man and the head of another, was taken on the staircase in his basement apartment under the studio. It was a staircase he had built himself and he was very proud of it.

■ Barry Skrine, a group head at Colman, Prentis & Varley, worked with Mr. Armstrong-Jones on the currently highly successful campaign for Ryvita.

"Armstrong-Jones is brilliant with people," Mr. Skrine recalled. "All his camera subjects come under his spell, because his approach is exciting, charming, and above all human. In fact wherever the story involved the human scene, his art was brilliant."

Describing the work on the Ryvita campaign, Mr. Skrine said:

"Our task was to create 'live action' pictures telling the Ryvita story, that is: Success through slimness and vitality, success in terms of career and romance, popularity with people, and so on.

"Among the situations we used was a career situation. This was shot in the office of *Vogue* during an ordinary working day. The models were made to rehearse and act the parts required at a brisk office pace.

■ "Another situation was set in Battersea Gardens Fun Park at night, aboard a traditional roundabout rotating at maximum speed. The camera and trip were arranged precariously between the rising and falling horses.

"Tony appeared to enjoy this session enormously, though there were difficult moments with the proprietor about fixing the hire fees, because we occupied the machine for about two hours.

"A third situation was set among the curio hunters at the Caledonian Market in London. The models were told the story and left to hunt through the stalls on their own. Meanwhile Tony prowled unconcernedly about shooting candid camera shots of them and talking enthusiastically with the stall holders to keep the atmosphere spontaneous."

■ A spokesman for Mather & Crowther said Mr. Armstrong-Jones had done some experimental work for the agency. The agency has considered using his work in advertising from time to time but never actually has done so, he said.

At J. Walter Thompson, a spokesman admitted that they had used his work but declined to name the campaign in which the photographs were used or say anything about it.

■ Mr. Armstrong-Jones was commissioned in 1958 by L. R. Clynick, London Press Exchange art director, who considered his work as "extremely bright and exciting—just the quality we wanted to get into the Lucky Strike campaign."

Mr. Armstrong-Jones took a series of photographs which were used by Intam Ltd., the LPE international division, which handles American Tobacco Co. advertising in Europe. One of the photographs was used in a Lucky Strike ad in *Life International*. #

MERRY GO 'ROUND—*Tony Armstrong-Jones perched among the prancing horses of a carrousel for the photo used in this Ryvita ad. Colman, Prentis & Varley is the Ryvita agency.*

SOME SETTING—*This picture, used in a drive in Life International for Lucky Strike, was made by Mr. Armstrong-Jones in his Pimlico basement apartment, making use of a stairway he had built. London Press Exchange handles American Tobacco Co. in Europe.*

C&W Gets Auto Show Account

Cunningham & Walsh, Detroit, has been named to handle advertising for the National Automobile Show, sponsored by the Automobile Manufacturers Assn., to be held in Detroit Oct. 15-23 (AA, March 28). C&W also handled advertising for the last automobile show sponsored by the AMA, which was held in New York in 1956.

Cooper Joins Weiss as A.E.

Bennett Cooper has joined Edward H. Weiss & Co., Chicago, as an account executive on Helene Curtis Industries. He formerly was an account executive at North Advertising on the Toni Co. account.

Knoxville Media Start Truth Crusade With New Ad Guide

KNOXVILLE, March 29—A new movement for more meticulous advertising was launched in Knoxville when the Better Business Bureau held a meeting attended by all media, which pledged their support to a unified effort to uphold standards of truthful advertising.

The Knoxville newspapers—the *News-Sentinel* and *Journal*—have published, in cooperation with the Better Business Bureau and the Federal Trade Commission, a booklet called "If You Advertise Know the Law."

The booklet contains (1) a statement of the U.S. Supreme Court on misleading advertising (U. S. Postmaster General vs. Read Magazine Inc., March 8, 1948); (2) information on city and state statutes governing misleading advertising (a Knoxville ordinance makes publication of misleading advertising an offense subject to a $50 fine. The city has an ordinance regulating certain kinds of sales, and requiring a license to hold one. The state senate approved in 1957 a bill making misleading and deceptive advertising a misdemeanor, punishable by fine or imprisonment, and a 1955 bill prohibiting bait advertising and making it punishable by fine).

■ Also, (3) Federal Trade Commission's nine-point guide against deceptive pricing, and its statement on "list price" and (4) a digest of better business bureau resolutions and standards on subjects ranging from the use of "wholesale" and "at cost" to general principles of its fair practice code and a guide for retail advertising and selling.

Finally, the newspapers included 19 suggestions to advertisers, all stressing the importance of fair and factual copy. Samples were: "When advertising merchandise identified by yearly model, be sure to state the model year if it is not of current manufacture. If it is a 'discontinued model,' say so." And, "when using an illustration, be sure it accurately portrays the merchandise. Note any difference in copy near the illustration." #

Fuller & Smith Adds Two to Service Raytheon Account

Fuller & Smith & Ross, New York, which stands to gain about $1,000,000 in Raytheon Mfg. Co. billings in May (AA, Feb. 29), has named Harry L. Niederauer, formerly a senior account representative at J. Walter Thompson Co., vp and account manager on Raytheon. George Sapin, formerly advertising and sales promotion manager of the electron tube division of Radio Corp. of America, has been named account executive for Raytheon's distributor products and industrial components divisions.

Texize Gets Trademark OK for WHEE! Detergent

The trademark trial and appeal board of the U.S. Dept. of Commerce has turned down a request by Armour & Co. to prevent Texize Chemicals Inc., Greenville, S. C., from registering WHEE! as a name for a detergent. Armour claimed the name was too much like GEE, name for a heavy-duty detergent that Armour has test marketed, but is now inactive. WHEE! is a contemplated product not yet on the market, Texize said. The trial board said the two words, while both slang expressions, are different in sound and meaning.

Ike Endorses Magazines

President Dwight D. Eisenhower will appear in the first of a series of testimonial ads in behalf of the magazine industry, scheduled to kick off via color spreads in June issues of participating magazines. McCann-Erickson is the agency.

THE PURSUIT OF QUALITY — OUR CONSTANT DEDICATION

HM HUTCHINGS & MELVILLE, Inc. *Custom Photoengraving*

4043 NORTH RAVENSWOOD AVENUE, CHICAGO 13 EASTGATE 7-9220

SWINGLES. CUSTOM MADE ONLY $58 U.S. only

the JINGLE MILL

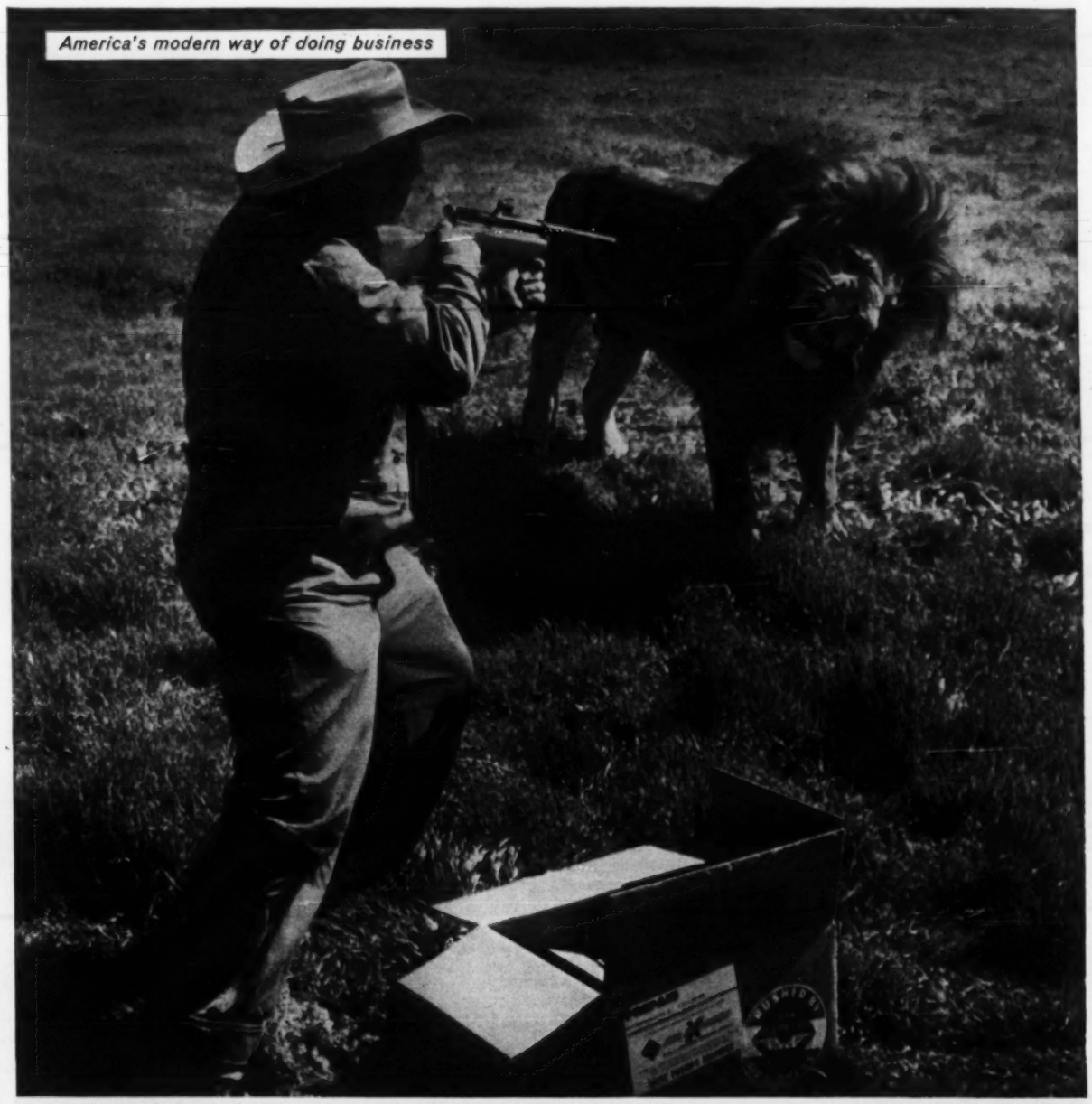
*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call.

THE JINGLE MILL

143 W. 51st St., N.Y. 19, N.Y. • PLaza 7-5730



Trainers, veterinarians, cattlemen tranquilize animals safely with Cap-Chur syringe-rifle . . . delivered by AIR EXPRESS

Air Express gives sleep-gun fast, kid-glove handling

When a toothache turns Jackie, a docile movie lion, into a pain-maddened beast—look out! For trainer Melvin Koontz it's no problem. One "pffft" from his Cap-Chur air-rifle sends Jackie quickly off to dreamland . . . and to the veterinarian. The magic bullet is a harmless tranquilizing syringe. Both rifle and "ammo" were shipped via AIR EXPRESS from Atlanta, Georgia to Jungleland, California . . . and got kid-glove handling and dependable, overnight delivery . . . at low cost. These advantages can help your business, too. Call AIR EXPRESS and speed your products FIRST TO MARKET . . . FIRST TO SELL!

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF RAILWAY EXPRESS AGENCY • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

A radio announcer hereabouts was conducting a sort of "on-the-air telephone Town Meeting" recently, with the subject being, *How to Punish Drunken Drivers.* After several irate phone participants suggested penalties ranging from life imprisonment to penal colony exile, one husky-voiced caller stated, somewhat unsteadily—"Why don' you guysh leave ush alone!" Which, we suppose, is what those other callers really had in mind, anyhow.

* * * *

We'd like to conduct a little "town meetin'" of our own, with the subject being:

Fact is, we actually helped a client save $100,000 on a product sales test! How? Through well-planned, well-executed sales audits made in a selection of test markets in which BURGOYNE was permanently established with top-notch store panels.

To the client, that meant he got not only accurate, projectable sales facts but **all** the facts on his product, as well as on competitive brands. What's more, these facts come from outstanding retail outlets in some of America's best test markets.

But perhaps most important of all, the client got his information quickly—with speed enabling him to make important decisions leading to his product's successful national distribution. In total, this client figures he saved nearly $100,000 with the help of a BURGOYNE Retail Sales Study.

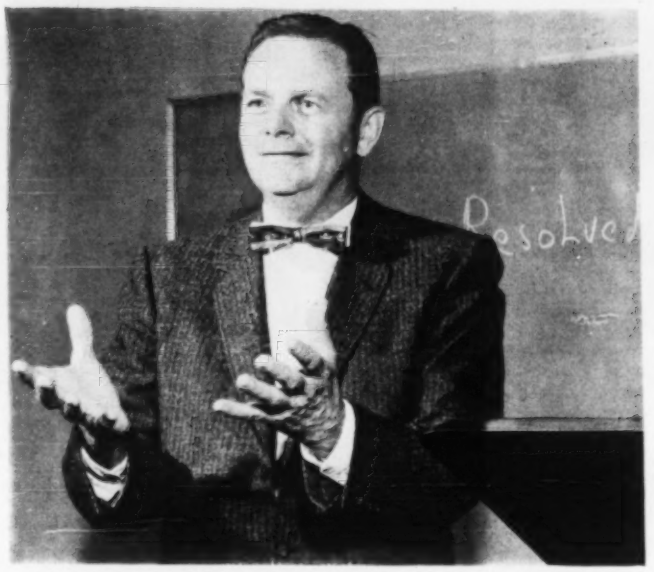
* * * *

In more than 16 years in the business, the BURGOYNE organization has helped scores of clients develop top-selling products in categories ranging from "A" to "Z". As manufacturers of these products have found, BURGOYNE Retail Sales Studies go a long way toward predicting the "sales appeal" of a product.

* * * *

Write or phone. We'll give you complete details on BURGOYNE Retail Sales Studies, and the more than 50 top test markets in which we are permanently established.

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO



AND THEREFORE—*Adman-debater Agens elucidates an argument.*

Versatile Adman ... Martyn L. Agens

For Martyn L. Agens, account executive in the Los Angeles office of Erwin Wasey, Ruthrauff & Ryan, debating is a stimulating and absorbing hobby, and one that is useful in a business way in keeping his mind alert and agile.

Mr. Agens became interested in debating in his student days at the University of Southern California. While there he won the national Delta Sigma Rho intercollegiate debating championship, held at the University of Wisconsin in 1934, and was Pacific Coast extemporaneous champion in 1935. In both years he was captain of USC's debate team.

After graduation, he continued his interest in oral communication. In addition to being a sought-after speaker, he (1) taught public school in the evening in the Los Angeles high schools' adult education program, and (2) served a stint as an instructor for the Los Angeles police department.

■ He became coach of the debate team of the Los Angeles chapter, American Institute of Banking, in 1957, and the following year coached his team to the national championships. Since then he has reached the finals with his team in two tries.

Nowadays Martyn Agens is spending a great deal of his time researching and constructing cases for his AIB team. The bank debaters have as their subject this year, "Resolved, Federal Aid to Highways Should Be Discontinued." (Last year, the subject was farm surpluses; before that, a proposed ban on nuclear weapons.)

"But no matter what the subject," says Mr. Agens, "our team must be groomed—on command of the judges—to take either side.

"This is not an activity where the participant becomes convinced for one side or the other. That's for the listener. For the debater, it's all mental exercise.

"You forget what you win and what you lose, but you never forget what you learn," he says.

Times change. Mr. Agens recalls that in his college days he once debated against Will Rogers Jr.—with young Rogers wearing evening clothes and Francis Lederer, the actor, serving as chairman.

In those days people used to come out to witness debates—U. S. C. teams used to debate with Oxford and Cambridge, among others—because verbal fencing provided a lively and inexpensive form of entertainment in the pre-television era.

But though debating may have suffered, as an entertainment medium, from the inroads of tv, Mr. Agens feels its value to him as an adman, in helping him organize and present ideas, is unquestionable. #

WINNER—*Flanked by Leon Penn (left) and Herschel Cardin, of the Bank of America, Mr. Agens holds the permanent national debate trophy of the AIB.*

DEMONSTRATOR—*Mr. Agens talks of technique to the AIB group; at right he speaks at a meeting of White King Soap Co. and EWRR execs.*

D.A. Quizzes Witnesses in N. Y. Grand Jury TV Quiz Probe

New York District Attorney Frank S. Hogan will, some time during the next 60 days, present evidence to a second grand jury of any false statements made by witnesses under oath in an earlier grand jury investigation of the tv quiz scandals. Mr. Hogan's office is currently questioning witnesses, including big money winners who are suspected of having lied in the grand jury's probe last fall. Perjury indictments, however, probably will not be sought unless they appear to be in the public interest, Mr. Hogan said.

'Salesweek' Sets New Fortnightly Schedule

Salesweek, published by Vision Inc. in association with National Sales Executives Inc., will not go from a semi-monthly to a weekly schedule in April, as previously announced (AA, Aug. 10). Robert T. Lund, publisher, said a proposal will be made to NSE April 1 seeking approval of a fortnightly schedule, to begin in April. Original plans called for the magazine to be issued twice in March, and to become a weekly in April. Mr. Lund described these plans as "overly optimistic."

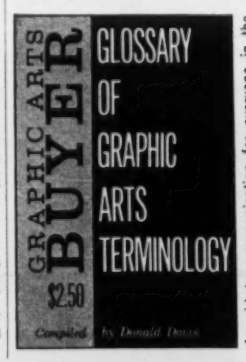
Berman Names Allman; Agency Promotes Denler

Berman Service, Pennsburg, Pa., national heavy-duty truck, tractor and trailer leasing company, has named Allman Co., Detroit, as its agency.

Allman has named John Denler, vp, as creative director of the agency.

Hein-Werner Names Keck

Keck Advertising Agency, Oconomowoc, Wis., has been named to handle advertising for the industrial division of Hein-Werner Corp., Waukesha, Wis., maker of valves and pumps.



An aid to communication for everyone in the Graphic Arts. Compiled by Don Davis, Editor of GRAPHIC ARTS BUYER, about 128 pp., hard cover. $2.50. Pre-publication special $2.00. DURALITH PUBLISHING COMPANY, INC. 1025 RACE ST., PHILADELPHIA 7, PA.

IN QUINCY, STANLEY,

WTAD
IS THE MOST!

- MOST COVERAGE!*
- MOST PROGRAMMING
  CBS (of course)
- LOWEST COST PER THOUSAND OF ANY OTHER MEDIA IN THE MARKET!

*NCS #2—Pulse Oct. '59

WTAD
QUINCY, ILLINOIS

one of the FORWARD GROUP
KGLO · KGLO-TV · WMT-TV · WTAD · KHQA-TV

See Branham Co.
National Representatives

'Sedate Hospitality' Abounds as 129 Lure NAB Conventioneers

(Continued from Page 1)

year, the spokesman said he felt that suites last year were much more "dignified and restrained" and that much "of the carnival atmosphere was reduced, although not entirely eliminated."

NAB reported that there were 2,240 advance registrations for the convention, and added that a record turnout was anticipated. There will be 46 official exhibitors this year as compared with 37 last year. Exhibitors are limited to manufacturers of broadcasting equipment.

With relationships between the industry and the Federal Communications Commission on an unusually strained basis, newly designated FCC Chairman Frederick Ford is to appear before the convention Tuesday (April 5). Chairman Ford and other FCC members are to submit to open questioning at a panel meeting Wednesday morning (April 6).

With the sudden passing of NAB President Harold Fellows earlier this month, NAB leadership is being exercised temporarily by a triumvirate of industry leaders composed of Clair R. McCollough, of the Steinman stations, Lancaster, Pa., chairman; G. Richard Shafto, WIS (am and tv), Columbia, S.C., and Merrill Lindsay, WSOY (am and fm), Decatur, Ill. While a committee has been selected to pick a successor to Mr. Fellows, the work is not to get under way until after the convention.

Collegians Write Criticism, Not Just Blurbs, 'Life' Says

(Continued from Page 2)

feeling of jealousy for their good names."

Life, after getting a look at the editorial, hastened to correct some *Nation's* facts and figures: The fee is $10, not $20 (for two full columns of copy); the campaign is running in 115 colleges, not 160; and it is scheduled for a mere ten weeks, not till term's end.

Furthermore, *Life* protested, *Nation's* notion that *Life* is buying milk-and-honey reviews is absolutely ridiculous. All the columnists are free to write whatever they wish, short of libel and bad taste."

In fact, *Life* pointed out, several of the columnists have been including anything but laudatory comments in their reviews, and *Life* has been paying to have printed such derogatory copy as: "Here again, I think *Life* missed the boat on the cover," or "The news, as usual, is more Luced than lucid."

The columnist for the *Harvard Crimson* read through motivation researcher Daniel Yankelovitch's study on the public image of an ideal President (March 21 issue) and decided it "makes *Life's* editorial seem a little silly."

The *Life* reviewer for the *Yale Daily News* also perused the March 7 issue and decided that "in the midst of all this lunacy there are at least three features that might justify an expense of 19¢." These three features, he wrote, were an article on sports car owners, a survey of the art of Russia, and an advertisement for Town & Country toilet seats.

Although promotion of *Life* is the main aim of the campaign, *Life* hopes a byproduct of the venture will be the finding of new writers.

Opportunity to Bid on Account Knocks Incognito

(Continued from Page 1)

yells, "listen to this, for God's sake; they've finally got around to sending us—get this—an anonymous questionnaire."

* * *

Last week, into the offices of a number of advertising agencies, came a letter headed only "Post Office Box 2175, Grand Central Station, New York 17." It was addressed to the agency "new business manager."

■ It came quickly to the point: "We are a large multi-division corporation contemplating a change of agencies, and are looking for a capable advertising agency that has a strong and well-established public relations organization experienced in the industrial field.

"To avoid wasting time of both the agencies and ourselves, we are sending this letter to a selected number and are withholding our company name until we have obtained a small list of agencies that would seem to meet our requirements.

"If you are interested, please complete the information requested on the attached sheet and mail to the above address so that it will be received no later than the afternoon of Tuesday, March 22. Please feel free to supply any readily available additional information you think may be pertinent."

■ The attached single-sheet questionnaire asked only six questions:

1. "Please list addresses of your headquarters and branch offices if any, designating which is considered your headquarters."
2. "Does your company specialize in public relations as an important part of your service?"
3. "How many employes do you have engaged in advertising—? public relations—? How many in New York City, engaged in advertising—? In public relations—?"
4. "Do you specialize in any particular phase of public relations work as: corporate, product, financial, etc.?"
5. "What were your total billings for 1959:
   A. Advertising—
   B. Public relations—"
6. "Will you please attach a list of your clients, indicating which are serviced (1) in advertising only, (2) in public relations only, (3) in both advertising and public relations."

■ The questionnaire apparently was sent only to New York agencies, as a check of several midwest agencies failed to turn up any copies of the letter.

Four agencies which had received the questionnaire told ADVERTISING AGE that they had declined to answer it. Oddly enough, none of the four agencies has a formidable pr setup; three have none, and the other has just one pr employe.

It appeared that many of the agencies which received the questionnaires were in the $25,000,000 to $30,000,000 billings bracket.

William Marsteller, president of Marsteller, Rickard, Gebhardt & Reed, said his agency did not get the questionnaire, and added that "we would have tossed it right in the nearest wastebasket if we did receive it."

■ But the problem of anonymity was increased when some agency presidents received anonymous telephone calls. The caller wanted to know why the agencies hadn't replied to the questionnaire.

"What questionnaire?" said one puzzled agency president, whose invitation had apparently gone astray. The voice filled in the major details: Multi-division corporation, public relations, and Box 2175. Still mystified but polite, the agency president promised to check his new business department. There he found no record of the questionnaire, and since public relations is a minor activity for this agency, forgot about the anonymous client.

ARMCO STEEL SENT QUIZ TO 30 AGENCIES

MIDDLETOWN, O., April 1—The author of the incognito questionnaire turned out to be Armco Steel Corp., ADVERTISING AGE learned on this April Fool's Day.

R. K. Leedom, ad manager of Armco, told AA that the anonymous questionnaire was sent to more than 30 agencies, and added that his company had received "satisfactory replies" from all of the respondents.

"We had a purely selfish reason for sending out questionnaires without naming our company," Mr. Leedom said. "We wanted to avoid being deluged by agencies seeking a new account, and we wanted to save ourselves and agencies time and expense by making the questionnaire simple and by sending them only to agencies we felt could handle our business."

■ Mr. Leedom said that more than half of the agencies contacted indicated they would be interested in soliciting the account. He emphasized that the entire matter is still in the exploratory stage, and added that no decision has been reached to drop any of Armco's current agencies.

He declined to say what segment of the Armco business might be switched to a new agency, and he refused to divulge any billings figures for the account.

"We just felt the questionnaire was a simple way of obtaining data about certain agencies," he said.

N. W. Ayer & Son handles Armco's corporate advertising. Ketchum, MacLeod & Grove is agency for National Supply Co., an Armco unit, and Potts-Woodbury handles Armco's Sheffield division and Union Wire Rope Co.

What is Armco's next move, now that all the answers are in? Mr. Leedom said that the company will either drop the whole project or invite some of the interested agencies to be interviewed.

"We just don't know at this time what we will do," he told AA. #

Last Minute News Flashes

FTC Hits Government 'Testimonial' Ads for AD-X2

WASHINGTON, April 1—The Federal Trade Commission today charged that Pioneers Inc., Oakland, Cal., and Jess M. Ritchie, its president, falsely advertised that battery additive AD-X2 has been "proved before the FTC" and "government tested and proved." Four years ago FTC dropped a controversial case which questioned the merits of the product. But now it says there is no basis for ads which imply that it or any other government agency tested or approved the product.

BPA to Audit 'Request' Figures; Merges Forms

NEW YORK, April 1—The Business Publications Audit of Circulation board has voted to audit "request circulation"—that which is supported by "acceptable" evidence from the publisher showing it has been requested—and also to provide a single audit form to replace the "A" and "B" forms it now uses. Auditing of request circulation will be effective for the period ending June 30, 1961. First page of the new single form, to contain columns for non-paid, paid and total circulation, has been agreed on, but "specific requirements" are being studied. Currently BPA's form "A" is for reporting total qualified circulation, with no distinction between paid and non-paid. Form "B" is for reporting paid and non-paid qualified circulation separately.

FCC Shifts Stance on Sponsorship Identification

WASHINGTON, April 1—The Federal Communications Commission today bowed to protests by broadcasters and invited comments by May 2 on the commission's statement on sponsorship identification. But by 3-2 vote, the commission decided the statement will remain its policy for the present. Commissioners Rosel Hyde and Robert E. Lee voted to withdraw the statement until broadcasters have been heard.

Daniels Leaves Orange Crush; Other Late News

• **Zed R. Daniels** has resigned as director of marketing and advertising, Orange Crush Co., Evanston, Ill., effective April 8, and plans to establish an agency, with other principals, in Chicago by July. He would not name the other principals, but said they are "planning a marketing, integration-type agency." Orange Crush has not yet named a successor to Mr. Daniels. Asked whether he would solicit the Orange Crush account after his agency is formed, Mr. Daniels offered "no comment." H. W. Kastor & Sons Advertising Co. is the current agency for the soft drink company.

• **Seven agencies** apparently remain in the bidding for the $10,000,000 Pepsi-Cola account. ADVERTISING AGE learned that Young & Rubicam, regarded from the outset as a contestant, was not in the running. Remaining bidders include Kenyon & Eckhardt, the agency of record; Batten, Barton, Durstine & Osborn; Doyle Dane Bernbach; Ted Bates & Co.; Norman, Craig & Kummel; Compton Advertising, and Leo Burnett Co. Agencies which declined to bid for the business were Sullivan, Stauffer, Colwell & Bayles; Dancer-Fitzgerald-Sample; Foote, Cone & Belding, and Needham, Louis & Brorby.

• **Keith R. Matzinger**, advertising manager of the Chrysler & Imperial division of Chrysler Corp., has resigned to head the Hollywood office of Ross Roy Inc., effective April 1. No successor has been named.

• **Tidewater Oil Co.**, Los Angeles, will launch its largest advertising campaign in 13 eastern states and the District of Columbia next week. Media include radio and tv spots, outdoor, magazines and newspapers for special objectives. Tidewater kicked off its western push two weeks ago (AA, March 21). Foote, Cone & Belding, Los Angeles, is the agency.

• **The Oregon Journal and Portland Oregonian**, which have been publishing in combination since a stereotypers' strike began Nov. 10, will begin publishing separately again April 18. Mechanical departments will continue to be manned by trainees and supervisory personnel. The combined newspaper reached a high of 68 pages March 25 *(for news of a ramification of the strike see story on the Newark Ledger on Page 12)*.

California Ad Council Suggested by Gov. Brown

(Continued from Page 1)

industry was so thin-skinned and that the speech would create such a furor," Gov. Brown said here today.

"Neither did I have any intention, in my January speech, of taking on the advertising industry for any lack of ethics. Nor was I trying to be critical of advertising, which plays a most important role in the lives of us all.

"Instead," the governor told the assembled meeting of advertising representatives, "I was attempting to point up moral values and the need of the people to make sacrifices in order to advance our economy, support our defense efforts and fulfill the demands made upon the state for necessary public services."

■ "The advertising industry," Gov. Brown went on, "can be a big help in 'selling' public services in much the same way advertising helps sell commodities. Perhaps, by working together, we can develop a program and figure out how to accomplish this job of upgrading government.

"I'd like to see the appointment of a small committee with which we could sit down together and work out ways to package and promote public services of state government which are non-controversial and non-political.

"In this way," Gov. Brown explained, "advertising could help me, as governor, in my efforts to communicate with the public on the problems which face this great and growing state."

■ The governor suggested that those present consider establishing in California an operation similar in procedure and techniques to the program on a national scale carried out by the Advertising Council.

Those present accepted the suggestion and Richard Ryan, president of the AAW, and Charles W. Collier, exec vp, agreed to explore the governor's idea.

Mr. Ryan, Mr. Collier and John Hoefer, of Hoefer, Dieterich & Brown, San Francisco, representing the Four A's, joined to point out that "the hucksters and the hard sell do not belong in advertising and, although they represent only a small percentage of the industry, the industry itself is attempting to weed out the bad and end the abuses."

■ "All of us here," Mr. Ryan told the governor, "are Californians first and advertising people second. There are people in all professions who make mistakes and we simply think the advertising industry should not be castigated as a whole because of the errors of the few."

Others present at the meeting were Vernon Libby, San Francisco Better Business Bureau; John Long, representing the California Newspaper Publishers' Assn.; Hugh Smith, for the outdoor advertising group; Charles Levitt, Los Angeles Advertising Club; Edwin Frediani, San Francisco Advertising Club; William Queale, Sacramento Advertising Club; Rod Mayes, Los Angeles, president of the Western States Advertising Agencies Assn.; Allan Oppenheim, *Western Advertising;* Kenneth R. MacDonald, ADVERTISING AGE, and Marvin Saltzman, *Media Agencies Clients.* #

Village Market to Arends

Village Market Trade Assn., La Grange Park, Ill., has appointed Donald L. Arends Inc., La Grange, to handle its advertising.

Triangle Names Shaeffer to Clear Shows, Commercials

PHILADELPHIA, April 1—Triangle Publications, whose vice-president, Roger W. Clipp, last year urged industrywide pre-clearance by the National Assn. of Broadcasters' tv code board for tv programming and commercial materials (AA, Nov. 23), announced today that it is setting up a continuity clearance procedure for its own radio and tv stations.

It has selected Edward H. Shaeffer, former director of editing and acceptance for CBS-TV and CBS Radio in Chicago, as director of continuity acceptance for its six tv and radio stations. Mr. Shaeffer will report only to top management.

Mr. Clipp, who was formerly chairman of the tv code review board, said he believes the industry previewing procedure he suggested last November will eventually be adopted. Meanwhile, he said, in the absence of nationwide previewing, Triangle is going ahead on its own.

Guidelines employed by Triangle in measuring acceptability of commercial copy will be the NAB tv code and radio standards, plus its own policy book. #

John C. Williams, Veteran Retailer, F&S&R Ex-Exec, Dies

PRINCETON, N. J., March 30—John C. Williams, 56, who resigned as senior vp in charge of development at Fuller & Smith & Ross, New York, last Dec. 1, died after a heart attack here last night.

Mr. Williams, who joined F&S&R on Jan. 1, 1958, previously had been president of Williams & London Advertising, Newark. Before going into the agency business, he had been president and board chairman of L. Bamberger & Co., Newark department store. Earlier, he was advertising director of R. H. Macy & Co., New York.

Mr. Williams first joined Macy's as a trainee, following his graduation from Princeton University and two years at Harvard's school of business administration. In the ensuing 28 years, he engaged in almost every phase of department store operation.

Long associated with the New Jersey State Chamber of Commerce, he served two terms as president of that body. The Advertising Club of New Jersey named him Newark's outstanding citizen in 1946. In 1953 the Sales Executives Club of Northern New Jersey named him New Jersey's business statesman of the year.

■ When he announced his departure from F&S&R last fall, Mr. Williams told ADVERTISING AGE that his plans had not yet jelled; he explained his resignation with the comment that "fresh pastures are good for any cow." At his death he was vice-chairman of the executive committee for the New York area of a "$53,000,000 for Princeton" fund-raising drive. #

Hoberman Joins KABC

Ben Hoberman, formerly general manager of WABC, New York, has been named to the same post at KABC, Hollywood, replacing John H. Pace, who resigned. Harold L. Neal Jr., previously general manager of WXYZ, Detroit, has been named to replace Mr. Hoberman at WABC. All of these are ABC-owned stations.

Anchor to Keller-Crescent

Keller-Crescent Co., Evansville, Ind., has been named to handle advertising for Anchor Supply Co., Evansville, manufacturer of canvas and aluminum awnings and tents.

FTC Charges Arthur Murray With False Ads

(Continued from Page 3)

previously undisclosed condition that additional lessons must be purchased.

■ A portion of the complaint deals with point of sale selling methods. FTC said "relay salesmanship" was used, involving large numbers of Arthur Murray representatives "who sign up a lone prospect by force of numbers and unrelenting sales talks, sometimes aided by hidden listening devices monitoring conversation with the pupil."

The complaint noted that the cost of courses ranges from $20 per hour to about $12,000 for 1,200 hours, for "lifetime memberships." A junior lifetime membership costs about $7,500.

FTC called "tests," "analyses" and "studio competitions," purportedly designed to evaluate dancing ability, "artifices" intended to lead the winner to believe he should purchase more instruction. The commission said a pupil is assured a given course of instruction will enable him or her to achieve a "standard" of dancing proficiency, whereas in fact "it is anticipated and planned that such prospects or pupils will be, and are in fact, subjected to further coercive sales efforts."

■ The complaint was against the company and against Arthur Murray, Kathryn Murray and David Teichman individually. Arthur Murray Inc. was described as licensee of 140 Arthur Murray studios throughout the world. The complaint says these studios are supervised and assisted by the Arthur Murray organization, and pay Arthur Murray Inc. 10% of gross receipts, plus additional amounts, usually 5% in escrow for protection against claims. Arthur Murray Inc. also operates its own studios in New York City and Miami Beach.

■ In answering the FTC charge, Arthur Murray told ADVERTISING AGE: "We discontinued all advertising of this type [bait] about last December, not because we felt it was wrong, but because we felt it had outrun its usefulness."

Kathryn Murray said, "Although this type of advertising is not dishonest in the least, we canceled all types of gimmick advertising when we saw there was a danger of it being misunderstood. We advised our branches not to use it," she added.

In further defending his position, Arthur Murray said, "The FTC claimed we used bait advertising in having quizzes, but what advertising isn't bait? Soap companies give away soap and cigaret companies give away cigarets. We used the contests to get people to come in for free lessons, which is a way of sampling our product. Since when are our prospects more innocent and unsuspecting than others?

■ "We were extremely careful not to use any pressure," Mr. Murray explained, referring to the charge that pressure was used on some winners to get them to sign up for courses. "Only 15% of the winners took additional lessons," he said, adding that if pressure were used the figure might be closer to 80%.

With reference to the charge that the Murray contests were so easy virtually anyone could win, the studio head said it was not true; only about 40% of the responses in the crossword puzzle contest were correct. "We found that the more difficult we made a contest, the more people responded," he added.

■ Mrs. Murray explained that although the current publicity was hard to take, "it will give us a chance to rectify any errors. Although we are proud of our reputation, there may be some individual cases of misplaced confidence."

All the advertising for the Arthur Murray studios is done by the branches, but copy is furnished by the New York studio, Arthur Murray told ADVERTISING AGE. These ads are prepared by Donahue & Coe, Arthur Murray's agency.

■ Daniel Ladd, advertising manager at P. Lorillard Co., co-sponsor of "The Arthur Murray show," seen on NBC-TV Tuesday at 9:30 p.m. EST, told ADVERTISING AGE he did not wish to comment on the FTC charge. "It happened so fast, we haven't had a chance to look into it," he explained. No one at Sterling Drug, co-sponsor of the show, could be reached for comment. #

RELAXED THEME—*Miller Brewing Co., Milwaukee, launches a three-month $1,000,000 ad campaign April 15 with color pages in Coronet, Ebony, Holiday, House & Garden, Look, McCall's, The New Yorker and The Saturday Evening Post, plus radio and tv spots and outdoor. Mathisson & Associates is the agency.*

Wolverine Shoe Ads Noise News About Its Hush Puppies

(Continued from Page 2)

to penetrate metropolitan markets.

In 1958 MacManus did some intensive field research which proved the acceptability of the pigskin shoe, now named Hush Puppies, and suggested that Wolverine send its 56-man sales force into 38 metropolitan markets, armed with proofs of an unpublished newspaper advertisement. Dealer prospects were promised a listing at the bottom of the ad if they stocked a certain number of pairs of shoes. More than 600 key dealers were obtained in 20 days.

■ A full color ad for Hush Puppies will appear in April 3 issues of *Family Weekly, Parade* and *This Week Magazine*, and in 11 newspapers not using these Sunday magazine sections. This advertising covers about 300 markets. A similar ad is scheduled for the same publications June 5.

Other ads are to appear in *Argosy, Sports Afield, True* and a number of other magazines appealing to men.

Wolverine placed its factory on a two-shift basis shortly after the new product began to sell. Initial production of 3,000 pairs a week has been raised to 6,000 pairs a day. #

Study of Direct Mail Shows Rate Hike Is Feasible, Mueller Assures Congress

(Continued from Page 2)

The secretary's statement was hit by Harry J. Maginnis, executive manager of Associated Third Class Mail Users, who declared, "It is an outrage to find the Secretary of Commerce parroting the propaganda of the Postmaster General. If the Secretary has figures which show that third class will not be paying its way under rates now scheduled to go into effect, he must have sources which are not available to the public or to members of Congress."

■ Mr. Maginnis noted his organization has been a prime mover in sponsoring the impact study. "The questionnaire asked for suitable statistics and our members cooperated. But the report does not reflect any information about the amount of goods sold through direct mail, the number of people employed, the profits of the companies or the amount of federal taxes paid."

Commerce Department's chief assignment was to find out how business was affected after the bulk third class rate advanced from $15 per thousand to $20 per thousand on Jan. 1, 1959.

■ For this purpose, it asked permit holders to compare their operations in the first half of 1958 with those in the first half of 1959. Secretary Mueller told Congress over 90% reported that rate increases have little or no influence on their practices.

The report notes that expenditures for bulk third class postage by all business advanced from 38¢ per thousand dollars of receipts in the first half of 1958 to 43¢ after the new rate was effective. While third class postage represented only 43¢ per thousand dollars of gross receipts for all permit holders, the breakdown on impact by industries showed the impact varies widely, with many industries earmarking anywhere from $6.38 to $58.13 per thousand for third class bulk postage.

■ Among those most heavily dependent on bulk mail, the survey shows, are the book sellers, including book clubs, which spend $58.13 for each $1,000 of receipts. Other big users are: Mail order houses $16.21; correspondence schools $15.41; book publishers $15.01, and periodical publishers $10.65.

Results of the survey showed actual volume of mailing by permit holders during both years was largely unchanged, but that there was considerable variation by kinds of business. Despite increases, the printing and publishing group increased its volume of direct mail by 5%, while other manufacturing curtailed its volume 9%. For retailing as a whole, mailing was off 3%. Direct selling organizations were up 27%, partially offsetting general merchandise group, off 14%; mail order houses, off 10%, and apparel and accessories stores, off 9%.

■ The report produced a vast amount of new information about who uses direct mail, and how it is used. The secretary said his department has much more information from the survey which it intends to publish at a later date.

Biggest single source of direct mail, it showed, is the periodical publishing industry. While publishers are only 1.5% of the mailers, they produce 9.67% of the volume. Food stores are second with 5.49% of the permits and 5.14% of the volume. Other major sources of bulk third class:

	% of Mailers	% of Volume
Mail order houses	0.96	4.59
Department stores	2 32	3.98
Book publishers	0.45	3.85
Motor vehicle mfrs.	0.14	3.62
Newspapers	1.58	3.49
Drug manufacturers	0.38	3.42
Book stores & clubs	0.37	2.54
Furniture stores	3.21	2.09

■ For all commercial users, 58.6% said they use bulk third class for general advertising purposes; 26.3% to obtain orders, 16.8% to line up prospects for salesmen, 9.7% to obtain outlets, 6.1% to distribute literature in behalf of franchised dealers from the factory, 4.5% to distribute the product, 3.8% to distribute literature from premises of franchised dealers. Among retailers, 75.2% used direct mail for general advertising purposes, 21.4% to solicit orders and 1.7% to line up prospects.

A sample representing 63,000 permit holders reported that it spent nearly $1.4 billion for advertising in the first half of 1959, of which 14% was for bulk third class mail.

■ Publishers reported advertising expenses of $76,000,000, with slightly more than a third for mail advertising. Retailers reported 16% of their ad budgets went for mail promotions; finance group, 12%, and wholesalers, 23%. Manufacturers other than publishers were a source of more than half of the total advertising fund, but as a group, they put only 9% of their money into direct mail.

While the report acknowledged the average number of pieces mailed by permit holders was off slightly in first half 1959, it ascribed the drop partially to "pre-mailing" in late 1958 in advance of the new rates. While rate increases added $25,000,000 to operating costs of bulk mailers in first half 1959, the effect on the economy as a whole was not appreciable, the report said.

■ From the study, the department reported commercial and business companies are two-thirds of the permit holders, originate 86% of the mail and pay 91% of the postage. Retailers were 42% of the commercial mailers in the first half of 1959, providing a third of the pieces. Manufacturers had only 16% of the permits, but mailed 39% of the pieces.

Tables in the report showed impact of the rate increase fell heavily on such industries as publishing, automotive, mail order and direct selling. For all holders the $115,798,000 for bulk third class postage in the first half of 1959 was a 38.4% hike, while although only 4.4% more pieces were sent and the number of pieces mailed by periodical publishers was up 5.4%, postage was up 46.1%. In actual dollar expenditures, direct mail costs of periodical publishers increased from $6,045,000 in first half 1958 to $8,832,000 in the same period in 1959. Automobile direct mail, up only 4.6% in pieces, increased from $2,429,000 to $3,442,000 for the two half-years. Bulk postage for mail order houses was $6,958,000 in first half 1959, up 31%. For the finance group it was $6,358,000, up 32.1%. #

Alexander Film Buys Ray Unit

Alexander Film Co., Colorado Springs, has purchased the film ad division of Reid H. Ray Film Industries, St. Paul. The Ray company will continue its industrial division, which produces sales training, documentary, industrial and government films and tv spots

FABULOSA FLORIDA

PAN AM INSERT—*Pan American World Airways promotes travel to U.S. and Europe with 20-page booklet in Caribbean edition of Reader's Digest.*

On the International Scene . . .

Pan Am's 20-Page Ad in Caribbean 'Digest' Boosts U.S., Europe Tourism

By Milton Moskowitz

NEW YORK, March 30—Pan American World Airways will run what is called "the largest single international advertisement ever placed by an airline" in the April issue of *Selecciones del Reader's Digest*, the Caribbean edition of the *Reader's Digest*.

The ad consists of a 20-page four-color detachable booklet promoting travel to the U.S. and Europe. Hawaii, Los Angeles, San Francisco, Las Vegas, New York and Florida are all featured as tourist attractions.

One page of the booklet spotlights the travel agent as "the man who makes your dreams come true."

Travel agents throughout Latin America will receive copies of the ad. Pan Am has ordered 10,000 additional copies of the issue and 20,000 extra copies of the booklet.

■ The Pan Am ad follows closely on the heels of a similar effort by Standard Brands, which inserted a 20-page recipe booklet in the January issue of *Selecciones* (AA, Jan. 4). Pan Am is paying well in excess of $30,000 for the insertion.

J. Walter Thompson Co. is the agency for both Pan Am and Standard Brands.

Coming: Bigger Costlier VW?

West Germany's economic boom continues unabated.

Latest figures show that German manufacturers turned out 1,200,000 automobiles and 500,000 trucks in 1959, making the country the largest automotive producer in the world outside the U.S. Half of this production was exported.

Volkswagen led the industry with an output of 587,435 cars and 117,500 trucks. Volkswagen told United Press International this week that it now has in the planning stages a new car—"larger and more expensive." The new model will be an addition to the VW line, not a replacement for the hot-selling "beetle."

Germany now has a new advertising agency. Hubert Schnabel, formerly an account executive at Werbeagentur Dr. Hegemann, Duesseldorf, pulled out of the agency last month to set up a shop in Duesseldorf under his own name.

Herr Schnabel took with him half a dozen accounts, including Bakelite and Schieffer pharmaceuticals. He reports to AA that he expects to be billing close to $500,000.

Hegemann, one of Germany's largest agencies, billed $9,500,000 in 1959.

Foreign Billings Reports Arrive

ADVERTISING AGE published its annual agency billings report on Feb. 29, but returns are still coming in from abroad. Here are some of the latecomers:

Bernstein, Wilson & Robinson, South African agency headquartered in Cape Town, reports 1959 billings of $846,570, compared with $600,802 in 1958.

Another South African agency—Van Zijl & Van Zijl, Johannesburg—reports $7,000,000 for 1959, compared with $5,800,000 in 1958. The agency has 160 employes in six offices.

Ricardo de Luca-Publicidad Tan, Buenos Aires, billed 69,000,000 pesos in 1959, compared with 35,600,000 pesos in 1958. At current exchange rates (the Argentine peso tumbled during the year from 60 to 82 per $1), this is equivalent to $840,000 for 1959. The agency is one of the largest in Argentina, with a staff of 52.

Agence J. De Doncker, Brussels, reports billings of $500,000 in 1959, compared with $400,000 in 1958.

Another report comes from R. J. Dovale Advertising in Curacao, a Dutch possession in the Caribbean. Rudy Dovale, who founded his agency in 1951, reports that he billed $150,000 in 1959.

There'll Always Be a Players

Will British advertising ever change?

The following, reprinted in its entirety, is a copy block from a recent ad for Player's No. 3 cigarets:

"Player's No. 3 are top-class, but very unpompous about it all. (Rather like the people who smoke them.) These discreetly expensive cigarets—they are 4/4 for 20 [Editor's Note: 60¢ a pack!]—in their plain white and brown packets, put on no airs for the very adequate reason that they do deserve to be smoked. Their tobacco is quite excellent."

News from All Over

Gordon Lewensohn Aylon Ltd., Israeli agency, is cooperating with Israel's largest circulating daily, *Maariv*, in a fund-raising campaign for survivors of the earthquake in Agadir, Morocco. When news of the disaster reached Tel-Aviv, the agency was preparing to hold a party to celebrate its move to larger quarters; these preparations were cancelled and the agency contributed the $500 party funds to the relief drive.

National Advertising Service Private Ltd., Bombay, and its client, Vick Chemical, brought relief to cold-stricken victims of floods in Benegal, Gujerat and Saurashtra. Client and agency personnel "personally visited the stricken areas, went around and distributed thousands of jars and tins of Vicks VapoRub among the afflicted people."

Admars, a monthly covering the advertising and marketing fields in India and Southeast Asia, was started last December by the Admars Co., Bombay. It is the first publication of its kind in the area.

NBC Gets Rights to Telecast All Colts, Steelers Grid Games

NBC, New York, has been awarded rights to telecast all 1960 season and pre-season games of the National Football League's Baltimore Colts and Pittsburgh Steelers. The games, which will include 12 regular season and four pre-season exhibition meets, will be presented each Sunday afternoon. Stations within a 75-mile radius of any of the 13 NFL cities will be blacked out for the telecasts.

CBS holds tv rights to most of the other NFL games. This means that viewers in some cities will have a choice of two games to watch.

Sun Oil Sets Spring Drive

Sun Oil Co., Philadelphia, April 1 launched a spring drive to introduce its new Sunoco 200X gasoline to the motoring public. Heavy emphasis will be placed on newspaper ads, with 262 newspapers in the company's 22 state marketing territory on the schedule. Commercials in 10 tv and 60 radio markets, plus 24-sheet posters in 137 markets also will be used. William Esty Co. is the agency.

Jeske Named Ad Manager

Robert K. Jeske has been promoted from assistant ad manager to advertising manager of *Flower & Garden Merchandiser*, Kansas City.

A PACKAGING FIRST BY Jackmeyer

NEW! STIK-ON BLISTER PAC

Put more 'See and Sell' in your package this fast, easy low-cost way!

- Pressure-Sensitive STIK-ON Blister Pac seals tight with slight hand pressure.
- No Heat • No Equipment
- Easy to assemble in your own plant.

ONE COMPLETE SOURCE for all types of Blister packaging. Quality controlled all the way from art to delivery.

Call WAtkins 4-0265 or write Dept. AA

JACKMEYER CORP. 253 W. 26th St., N. Y. 1, N. Y.

From Creative Art to Finished Product Since 1918

ATTENTION!

FOOD LINEAGE UP 82.3% IN '59 YET...

Wholesale purchase figures don't tell the story on the whopping Temple-Belton-Killeen food market.* Retail food sales of over nineteen-and-one-quarter million prove your advertising belongs in the

TEMPLE DAILY TELEGRAM

TEMPLE, TEXAS

Represented Nationally by the Texas Daily Press League

Grocery Product Survey Available on Request

*Wholesale sources outside Temple provide entire retail food supply!

Don't bury your head

Buy Negro Radio

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. The Negro market is rich . . . and getting richer . . . incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE, *Owner-President*
JOHN E. PEARSON CO., *Nat'l Rep.*
HAROLD F. WALKER, *V.P. & Nat'l Sales Mgr.*
DORA-CLAYTON, *Southeastern Rep.*

Noxzema Scored After De-Nationalizing Ads

(Continued from Page 3)
cover any special type of consumer to which the product appealed.

■ "So we went back to our sales and distribution figures and took a fresh look at our advertising strategy," Mr. Grathwohl continued.

"The average factory sales per 1,000 population for Noxzema were $7.70 at that time—ranging from $2.12 in one territory to $23.52 in another. Yet we'd been treating all alike, by using a national tv show.

"The sales department had about reached a ceiling on distribution; from now on, we knew it would take increased consumer demand to crack the hard-to-sell accounts.

"Our first major decision was to abandon the idea of being a national advertiser. . . We figured we'd stand a lot better chance of getting fast increases in the $23.52 territories than we would in the $2.12 territories. So we laid out a bold plan: We'd concentrate on a few selected areas and spend right up with the leaders—away ahead of sales, if need be—while we'd put a small holding campaign throughout the rest of the country."

■ The company increased its ad budget to the break-even point in order to compete with the leaders in New York, Boston and nine surrounding cities—using newspapers and radio—while covering the national scene with a modest campaign in *Ebony*, *Look* and *Time*.

Advertising copy, Mr. Grathwohl said, was designed "to get over the fact that Noxzema Instant is different than ordinary lathers; in other words, it is a specialty in a commodity field."

An intensive campaign also was begun to get better food chain distribution.

■ The first campaign broke in April, 1957. In April, 1958, the company changed its copy approach (after switching from MacManus, John & Adams to Doherty, Clifford, Steers & Shenfield in March, '58), and radio and newspaper ad money was switched to spot tv in New York and Boston.

"Our extra sales gave us a little more money, and we shifted our magazine schedule to four men's magazines, plus *Sports Illustrated* and *Look*. In October, we opened in Philadelphia on the same basis. In April, 1959, we added Cleveland, Baltimore and Washington. We continued our technique of running copy concentrated in flights, followed by a hiatus."

How effective was the campaign? "In the U.S., except New York and New England, we went from an index of 100 to 132% in sales and 131% in share of market. In New York and New England combined, our index went to 184 in sales and 176 in share."

■ Last August, starting the third year of its revitalized ad campaign, Noxzema moved back into network tv.

"We figured our retail sales throughout the U.S.—up 32% in 26 months—had softened dealers enough so we could gamble on getting enough extra distribution to make a short flight of commercials on 'Love & Marriage' pay off," Mr. Grathwohl told the group. A sales manual showing increases in sales and advertising was used to get wider distribution.

"On the strength of this planned advertising," he said, "we boosted our food store distribution from 19% to 43% in mid-Atlantic, from 1% to 8% in west central; from 7% to 10% in east central and, surprisingly enough, from 23% to 28% in New England. We cracked metropolitan Chicago, from 0% to 10%, and held about even in the other areas."

For 1960, Mr. Grathwohl said, "We have reverted to our pattern of concentration and are now in 25 markets, where our advertising is on a par, dollarwise, with the leaders. We have picked up the best of the magazines that we were using before 'Love & Marriage.' And we have increased frequency to a five to seven-issue basis."

Westinghouse

■ A new idea is often represented pictorially by a light bulb, which is just the kind of idea Westinghouse Electric Corp. used to score a 1,000% sales increase.

Charles E. Erb, marketing manager of Westinghouse's lamp division, told the ANA workshop how his company marketed a newly designed light bulb.

The cylindrical bulb was pretested in 1,300 households, and then market tested, both with good results, Mr. Erb reported.

"We had to decide how much of our promotional budget should be devoted to the new product introduction. We still had to sell millions of the regular type light bulbs, and they too needed promotion. Our decision was that in tv and print media we would put 100% of our advertising dollars allocated to the residential market behind the new product. For displays and collateral material, we allocated 75% of our budget to the new product.

"This was logical," he said, "because our survey showed that the new bulbs also increased the sale of *all* types."

■ The fact that the new light bulbs were different in appearance led to a decision to make them available to all retailers, contrary to industry tradition.

"One year after introduction of the bulbs, we had signed more than 2,500 new retail accounts," he said. "We are now doing business with every major variety chain in the country. Shipments of new shape bulbs in 1959 were almost 10 times greater than shipments of old-style white bulbs in their best year."

Present plans at Westinghouse include expansion of the line, increased dollar allocations for tv, radio and consumer magazines, a stepped-up trade advertising drive and in-store promotions with major chains.

Compton Advertising

■ The part an agency can play in the client's new product introduction was explained by Allen F. Flouton, exec vp of Compton Advertising.

He outlined seven points at which an agency can help a company with a new product beat "Murphy's Law—'If anything can go wrong, it will.'"

1. Area of opportunity: "Your agency can broaden your search for areas of new product opportunity because of its daily familiarity with the changing habits and desires of consumers."

2. Why a new product? "It means, from the consumer's point of view, 'Why should a new product exist?'"

3. Objectives: "Your agency should be able to give you an independent estimate of potential sales volume and acceptable pricing from a consumer's point of view."

4. Marketing strategy: "Once you and your agency have agreed on objectives, and on the amount of money you can spend, it is time to bring your ideas together into a written, coordinated statement of the means by which you will reach your objective."

5. National Plan: "Once the strategy is set, your agency can help you prepare a detailed plan for carrying out your strategy in your entire marketing area."

6. Test market: "Only after your agency has completed a national plan is it ready to propose a test. The test should be a practical application of whatever it is you can afford to do on a national basis."

7. Expansion: "Your final milestone, after a successful test, is to apply your national plan to your entire market area. This is the time when you are most vulnerable. When you have had a successful test, you are going to have a crop of envious imitators. At this point your entire company must be ready—like a coiled spring.

"Your factory must have been built and machinery must be operating. Your raw material must be ready. Your sales meeting must be prepared, along with the presentation which each salesman is going to make to his customer.

"Your advertising agency must be ready, too. Your print advertising should be in plate form. Your television advertising should be on film. Your display material should be in the warehouse. You must be able to go fast—faster than any competitor can travel."

Headley Porter Phillips Addis

NOW HERE'S THE POINT—*Ambrose Addis, Lever Bros., drives home a point in chatting with Fenner Headley and Paul R. Porter of Du Pont and John Phillips of Armour & Co. during a break at the Assn. of National Advertisers workshop session in Chicago.*

Audits & Surveys

■ New product failures can also be cut down by broader participation in product introduction by advertising executive, according to Solomon Dutka, president of Audits & Surveys Co., New York.

"The overwhelming odds against the successful introduction of a new product can be considerably lessened if advertising managers get in on the ground floor of their companies' new products programs," he said.

"It is equally important that they keep a discerning eye on the product even after it has reached the top."

The adman must have information provided by test marketing a new product, Mr. Dutka said. "But it is often short-sighted to stop the test market operation after the product has been introduced nationally. Just as consumer and competitor reactions change in time, so too must marketing and advertising programs be altered to accommodate these changes.

■ "The test area," he said, "should be retained and utilized as a 'marketing laboratory' in which to continue the evaluation of new merchandising and promotional activities." #

Jones Plant Skillin

BREAK TALK—*Time out at the Chicago workshop session of the Assn. of National Advertisers meant informal discussion for most, including Bill R. Jones, Frito Corp.; Fred Plant, Block Drug Co., and Ken Skillin, Armour & Co. and workshop moderator.*

Conde Nast Reports Sales Up, Net Down

NEW YORK, March 29—Conde Nast Publications lost money for the fourth successive year in 1959, reporting a loss of $622,835 for the year.

In its annual report to stockholders, the company reported a deficit larger than its 1958 loss of $534,528, but said that only $151,376 of the 1959 loss resulted from operations of Conde Nast. The remainder—$471,459—was a fourth quarter loss of Street & Smith Publications, acquired by Conde Nast in April, 1959.

Conde Nast's revenue from subscriptions, newsstand sales, advertising, patterns and printing operations totaled $37,256,786 in 1959, compared with total income of $31,586,772 in 1958. #

Johnson Joins Morrissey

Merrold S. Johnson, former advertising director of Bankers Life Insurance Co., Chicago, has joined John B. Morrissey Co., Chicago, as a vp. The Morrissey agency also has been named to handle advertising for Northern Builders, Chicago general contractor.

Regional Approach Is Safer, Cheaper, Horsey Declares

MONTREAL, March 30—Regional selling is far ahead of the national approach when it comes to advertising, according to Grant Horsey, president of Salada-Sheriff-Horsey Ltd.

"In Canada," he told his sales force, "we have to recognize the vitality of regional advertising because of the language problem. French Canada simply cannot be sold by the same advertising and sales methods as English-speaking Canada. And we have found that trying to sell all English-speaking Canada the same way doesn't work either."

Mr. Horsey, whose company has built up a $52,000,000 market on both sides of the international border, aimed a broadside at his U. S. sales force, saying, "I have found that the highly concentrated sales and advertising approach can be even more disastrous in the U. S. than in Canada. The country is too huge to be sold properly by single campaigns and setups devised on Madison Ave."

"Unfortunately," he said, "automation of accounting is causing a trend to overcentralization of marketing in the U. S. at present. I hope that as automatic data processing becomes available at reasonable cost in the smaller cities we will go back to a sounder regional approach to sales and advertising. Such approaches make fewer mistakes and cost less. I notice the larger magazines are starting to realize this. Some are offering for the first time to sell ads in regional editions instead of for the whole continental run." #

Ad 'Challenge' to Be Highlight of McGraw-Hill Confab

NEW YORK, March 30—McGraw-Hill Publishing Co.'s publications division will hold a general conference on "The Challenge to Communications" in Atlantic City April 7-8, with about 550 company executives scheduled to attend.

Speakers will include Secretary of Health, Education & Welfare Arthur S. Flemming; Don G. Mitchell, president of General Telephone & Electronics Corp., and George Romney, president of American Motors Corp.

The morning session April 8 will be devoted to panel presentations on "The Challenge to Industrial Advertising," with panels composed of Richard Koehler, general sales manager, LeRoi division, Westinghouse Air Brake Co.; Charles Murphy, assistant director of corporate advertising, Olin Mathieson Chemical Corp.; Ralston B. Reid, general manager of advertising and sales promotion, apparatus sales division, General Electric Co.; Anthony C. Chevins, senior vp, Cunningham & Walsh; William A. Marsteller, board chairman, Marsteller, Rickard, Gebhardt & Reed, and Walter Weir, Donahue & Coe.

■ Other panel members will be Malcolm A. McNiven, advertising research manager, E. I. du Pont de Nemours & Co.; George Robertson, manager of advertising administration and research, apparatus sales division, General Electric; John C. Spurr, director of research, McGraw-Hill, and Milo Zeigenhagen, advertising and market production manager, Worthington Corp. #

Micro-Lube Names Grant

Micro-Lube Sales, Dallas, oil and gasoline additive manufacturer, has appointed Grant Advertising, Dallas, to handle advertising and public relations.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

HELP WANTED

Advertising

ART DIRECTOR

We are looking for an experienced man or woman to head up our fashion Art Dept. Work Monday thru Friday. All company benefits plus good starting salary.

CHAS. A. STEVENS & CO.
25 N. State St. Chicago, Illinois

ADVERTISING SALES

If you are an aggressive salesman, good closer, sold business magazine advertising and ambitious to get ahead, we have a real opportunity and permanence for you in our Cleveland office. Building publication with an old and respected large multiple publisher of business magazines. Salary, incentive, commission and expenses. Send complete resume to

Box 3528, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES REPRESENTATIVE

For central territory of Publication serving the Motor Carrier Industry. Must live in Ohio and have minimum of 2 years in Advertising Sales. Age 25-35. Substantial income with excellent opportunity to advance to manager in a very short period. Must be willing to travel extensively. Send resume for an early appointment.

Box 3535, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES REPRESENTATIVE. . . for New York office of "specialized field" national magazine. Publication with long history as leader in its field. This is an expansion of our existing staff. Our lineage opportunities are more than we can adequately cover. Apply

Box 3533, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALES: Career opportunity for man to join major publishing firm's Chicago office to represent two publications in missile/defense field. Substantial base plus commission. Prefer man with extensive knowledge of the field. For personal interview in Chicago, please call **American Aviation Publications, Inc., CEntral 6-5804.**

MOLENE PERSONNEL SERVICE

publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

We have a permanent position for a **Layout Man** with a capacity for creative thinking and a sound knowledge of typography. The ability to do some finished art, lettering or retouching is desirable. You will join a 14-man art staff serving both advertising agency and graphic arts center in an Indiana city of 150,000. Please write fully, stating salary requirements, marital status, experience, etc. Samples and interview later.

Box 3552, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INDUSTRIAL AD COPY—PROMOTION WRITER seeks challenging consumer and industrial copy position with agency. Young (27), married, and exp. Coll grad. Background: Ind. Adv., Newsp., Promotion, Feature Writer. Portfolio full of samples.

Box 3560, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREELANCE COPY AND IDEAS

Direct mail, catalogs, brochures for industrial, consumer, institutional. Fast, reasonable & experienced.

Box 3561, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PROFITABLE DIRECT MAIL SALES-PRODUCER MANAGER

. . . for services or products. Experience includes complete campaign plannings; copy thru list selections; scheduling; testing, and projection of results. Advertiser-agency b'ground. Write

Box 3562, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SEMI-RETIRED?
desire
CLEVELAND, OHIO?

An active interesting oppty. with reputable placement agency. Interview, screen & refer all levels advertising, personnel. Excellent earning potential. All inquiries will be answered.

Box 3553, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Experienced editor wanted to supervise fashion photography. National magazine. Apply

Box 3554, ADVERTISING AGE
630 Third Ave., New York 17, New York

READERSHIP RESEARCH
Advertising Research Salesman

Chicago office of national advertising research company has opening for Junior Sales-Service Account Executive. Experience with readership studies important. Write: **Senior Vice President, Daniel Starch and Staff, Mamaroneck, N. Y.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

POSITIONS WANTED

Art Director-Consultant offers layout help. Temporary, free lance. NYC area.

Box 3492, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE HOME ECONOMIST

Agency or Client—Heavy bkg. inst. & consumer food products from research and dev. stage thru adv. and prom. Exp. in photog., radio-TV, publicity, recipe dev., label copy, consumer cooking programs & sls. meetings. College grad. pres. empl. one of nation's leading food processors.

Box 3556, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

I WANT TO SELL SPACE

Aggressive, young (29) man with creative agency background seeks space sales job in Chicago. College graduate. Married.

Box 3572, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHER, EDITOR OFFERS SOLID industrial background, key contacts, proven record for top merchandising, advertising, or PR spot in publishing, manufacturing, or agency. **Publisher, P. O. Box 2, Elizabeth, New Jersey.**

FREE LANCE COPY IDEAS, P.R. by mail! Why not! Clever, scientific. Bright verse. **Joyce Megginson, GLAD TIDINGS, 805 SE 12 Ct., Ft. Lauderdale**

INDUSTRIAL AD MANAGER

Presently employed. 9 years diversified advertising and sales promotion experience. Good visualizer with art and copy background. range 10-12M.

Box 3559, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE/PT. TIME COPY, SALES PROMOTION, TRADE RATES.

Former Ad. Mgr., Copy Chief, AE—10 yrs. exp. consumer & industrials. All Media.

MU 5-6299 New York City

YOUNG LAYOUT ARTIST DESIRES opportunity to grow with your agency. Hard worker, '56 college grad, Chicago area. Familiar with production.
DAvis 8-0148

IND ADV-SALES PROM EXEC

10 yrs 4A agcy. Strong new bus. marketing Creative, ads, direct mail, pub. knows prod.

Box 3557, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES TRAINING EXEC

Age 41, exp. inc. managerial sales and Sales Promotion on consumer, dealer and distributor levels. Sales instructor, Northwestern Univ. Evening Div. Prefer challenge of new enterprise. Will travel. Salary and overide.

Box 3558, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FREE LANCE ART
DIRECTION & DESIGN

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV commercials? Contact—

T. J. McLOUGHLIN MI 2-3655
619 N. Michigan Ave. Chicago 11, Ill.

Mature Ad man—experienced in copy-layout - planning - service - merchandising on both sides of the fence. Family man, will relocate and travel. Small city preferred.

Box 3555, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

P-O-P REPRESENTATIVES

Mfr. of continuous-roll display, corrugated material—widely used, thrifty, versatile (custom-designed) medium—has lucrative territories open for experienced salesmen or brokers. **FULLER DISPLAYS INC., 5-39 48th Ave., L.I. City 1, N. Y.**

WE WANT ABLE REPRESENTATION in the Chicago-Midwest area for two long-established trade publications. Should have background in hardware, sporting goods or related fields or experience in agricultural, grain, feed publication. Write resume mentioning present and past books represented.

Box 3564, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA REPS WANTED

A leading medical center publication desires sales representation by selected media reps now actively covering the medical-pharmaceutical fields. Excellent potential. All inquiries answered.

Box 3565, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

Two seasoned, highly experienced creative salesmen forming rep business to cover New York and Philadelphia areas. Successful background in top consumer industrial and trade publications.

Box 3571, ADVERTISING AGE
630 Third Ave., New York 17, New York

Chicago based publishers representative offers immediate coverage of Midwestern states.

Box 3563, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

WANTED TO BUY

Publication in educational or related area. Interested in any size from 50,000 to 300,000 circulation. Write to

Box 3525, ADVERTISING AGE
630 Third Ave., New York 17, New York

FLA. TRADE PUBLICATION FOR SALE Going publication for state's largest industry; exclusive in its field, established eight years. Tremendous potential.

Box 3566, ADVERTISING AGE
630 Third Ave., New York 17, New York

BUSINESS OPPORTUNITIES

WANTED TO BUY

Working creative man with twenty years blue chip layout experience, gilt-edged integrity wants interest/entirety one-man Industrial Agency, upper midwest small town.

Box 3567, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

1960 & 1961 AGENCY OPERATIONS CALL FOR BRANCHES IN THESE CITIES:
• KANSAS CITY • CHICAGO
• NEW YORK • MIAMI

Agency wants to buy out other agency set-ups in these cities, or wants top account men with active accounts in these areas. Aggressive agency needs aggressive branch managers—confidential—write

Box 3568, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MAGAZINE IN FIELD OF AMERICANA seeks investor, buyer or merger. Received national recognition in form of award for its efforts during 1959. Dignified, worthwhile. Excellent potential for adequately financed individual or organization.

Box 3569, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION NEEDS CAPITAL

New music magazine with tremendous potential in booming consumer field—exceptionally well-received—in 6th issue! Will give interest & preferred stock for use of money!

Box 3570, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLIC RELATIONS-MINDED EDITOR
(Building Materials; Office Equipment)

Industrial magazine editor, over 10 years trade features on mktng., merch. of homes bldg. materials, appliances, office furn., machines. Really top and intimate contacts among other editors on consumer shelter mags and construction trade books and all major media—print, radio, tv. PR or editorial spot.

Box 129, Advertising Age
630 Third Avenue, New York 17, New York

DON HARRIS NEEDS:

(SPECIAL NOTE: Don't try to keep a resume sent to Don Harris arbitrarily short. He likes crisp, relevant specifics, but needs enough to differentiate a man from others with on-the-surface similar experience.)

TV WRITER, preferably with unusual print samples, too. Not a sober reason-why man. Must have humor, imagination, a light touch—sell without breathing hard ..... $17-$20M

COPY, major-agency experience. Writer excited by assignments that give him opportunity to be proud..... $17-$19M

COPY, a pro with the consumer touch but not too proud to do outstanding business paper ads for a big client... $15-$16M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago, WA 2-9400

More Market Place ads on Page 94

AGRICULTURAL WRITER

Must know farm machinery and how to sell it in print. Must be able to work with minimum supervision. Excellent opportunity with large 4-A Chicago agency. Send details of experience and salary requirements.

Box 124, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

CREATIVE EXECUTIVE ADVERTISING PERSONNEL RECRUITMENT SERVICE
for agencies or departments
E. RALPH RUNDELL
202 So. State Street
Chicago 4, Illinois
WAbash 2-5045

RADIO-TV WRITER, production experience $11,000
RESEARCH ASSISTANT, ad agency 7,000
SR. TECHNICAL WRITER, electronics ..... Open
SPACE SALESMAN 10,000
COPYWRITER, appliance acct. .... 6,600+
MARKET RESEARCH ANALYST 9,600
PUBLIC RELATIONS-NEW BUSINESS MAN, financial exp. 7,200
MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

CREATIVE SALES PROMOTION MAN
COPY—ART—PRODUCTION KNOW-HOW

Opportunity for young man (28-35) with large growing national food products corporation. Chicago location. Assist in creating, developing and implementing sales incentive contests, premium deals, in-store merchandising, etc. Develop materials and kits to implement plans. Handle production of collateral materials. Background in food merchandising desirable. Must be idea man with initiative. Salary commensurate with experience.

Box 120, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

We call our copy men *creative writers*

They're key men in our organization, responsible for collecting information, *originating ideas*, and producing sound copy. Each writer is assigned a major account ($150,000-$450,000) plus two or three smaller accounts. Writers work closely with account executives so they become intimately acquainted with the client's marketing situation.

Our writers are versatile, creative people who can develop a complete space campaign . . . organize a catalog . . . create interesting and unusual direct mail . . . prepare a complete merchandising kit. Space advertising experience is *most important*.

We prefer men who think visually . . . write clearly and correctly . . . work quickly but carefully. We want people who can express themselves verbally, too, because our writers often attend client meetings alone as well as with account executives. We want writers who work well with other creative people.

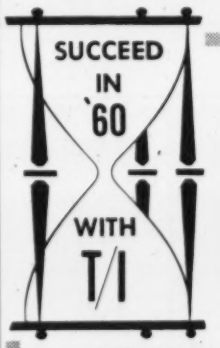
Our creative writers have pleasant, private offices with plenty of elbow room. They are well paid and rewarded for their contributions. The agency has an outstanding profit-sharing pension plan, plus bonuses and a liberal hospitalization insurance plan.

If you're interested, write us a letter detailing your qualifications and why you think you'd fit into our agency picture. Location, Ohio. Box 123, ADVERTISING AGE, 200 E. Illinois St., Chicago, Illinois.

Media Buyer-

PRINT: You will be responsible for complete print media recommendations for large group of important advertisers, national, regional and local. Man must dig, work and study to objectively and intelligently interpret most effective media combinations for individual client's needs. Must know sources of information and have ability to write comprehensive recommendations that stick because he's thought of everything. This is a young dedicated worker's job with wide-open opportunity with dynamic, fast growing, solid agency. Salary commensurate with experience. Send resume to Executive Vice President.

HAROLD CABOT & CO., INC.
136 Federal Street
Boston 10, Mass.



PROFITABLE NEW POSITIONS FOR ELECTRONIC & INDUSTRIAL

MARKET RESEARCH MEN AT Texas Instruments

The seven men we require—ages 28 to 38—must have strong industrial backgrounds (consumer experience NOT desired).

At these permanent posts you will perform new and existing product surveys as to customer requirements, pricing, etc. You will conduct operational and organization studies. You will survey military requirements. And the creative researchers we seek will suggest and implement other pertinent research and analysis programs.

You probably will have a BS in EE plus an MBA with 3 to 5 years industrial market research experience for major manufacturing firms in electonics or allied fields.

You will enjoy the many personnel benefits offered by Texas Instruments including company-paid profit sharing. Send confidential resume to Bob Henslee, Dept. 200 . . .

SEMICONDUCTOR — COMPONENTS DIVISION

TEXAS INSTRUMENTS
INCORPORATED
P.O. Box 312, Dallas, Texas

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1959 48,389

LOOKING FOR PUBLISHER?

Publisher, 34, of million dollar magazine wants to invest proven grasp of sales, editorial, circulation in laggard publication with potential. Profit Sharing or stock could be more important than salary. Will relocate.

Box 127, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

FARM IT OUT!

Copy pro seeks freelance assignments (NYC area)
Advtg.—Sales Promo—PR
Copy-art packages a specialty
Box 128, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.
or call PY 6-1226

ARTIST
STUDIO MANAGER

In Nairobi, Kenya East Africa. Leading Advertising Agency Requires Experienced Figure Artist as working Studio Manager. Minimum period 3 years. Excellent working conditions. Paid Air Passage. Managing Director in New York City early June for interviews.

Box 119, Advertising Age
630 Third Ave., New York 17, N. Y.

WANTED
EXPERIENCED WOMAN FOOD PUBLICIST

Plan and execute national publicity, PR Programs. Chicago headquarters. Write to

Box 130, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

MEDIA
PROMOTION MAN

Career opportunity in Chicago for ambitious young creative detail man. Newspaper or magazine copy, merchandising knowledge helpful. For interview April 5 or 6 call **Mr. Jordan, Adv. Dept., Wall Street Journal, Harrison 7-1759 (Chicago).**

OUR CLIENT NEEDS AN
ADVERTISING AND SALES PROMOTION MANAGER

An extremely challenging position with a company on the threshold of moving into national prominence in its field of prepared food sales.

The man we're looking for must be a jack-of-all trades in the advertising and sales promotion field. He must be able to prepare sales charts; analyze and forecast sales; determine and interpret sales trends; spot problems as they arise, and write reports on the problem and suggest solution alternatives.

He must understand the use of "hard sell" since this is basically a retail operation; He must be able to conduct sales meetings, write sales bulletins and house organs.

But above all—the key quality he must possess is the art of communication. He will have to work with a great many people, a great many department heads, and his success depends on communication in depth. He must also have the ability to inspire enthusiasm in the entire staff of this organization (about 500 now), and to create the excitement over his programs that will guarantee follow through.

If this sounds like a big job—it is. It's not an easy job. It's tough, hard work, but it will pay off for the right man who's willing to invest his time and talents now in recognition of the heights to which this company is climbing.

Salary? It's not a high five-figure salary now. But the man who proves his worth won't have any trouble growing with the organization, and reaching this figure easily.

Send resumes of your experience, photograph, and salary area in which you are interested, only if you feel you can handle the scope of this assignment, directly to us —**Hameroff and Smith, Inc., Advertising, 50 W. Gay Street, Columbus 15, Ohio.**

SALES MANAGER
OUTDOOR ADVERTISING

Expanding Midwest firm needs an aggressive man with a successful background in training and directing an expanding sales force in the field of outdoor advertising. Prefer a man with good formal education—age 32 to 45. Present sales force of 11 men covers 15 states and company is now negotiating purchase of a poster plant. Salary range $12 to 15 M with excellent future in top level management at a policy-making level.

Send resumes to:

Patrick Coughlin
Graebner & Company
401 Mobil Oil Building
Minneapolis 2, Minnesota

PUBLIC RELATIONS
DEPARTMENT MANAGER

Eastern, 4A $10 million advertising agency (Not N.Y.) wants Public Relations man to take over and expand present PR department. An experienced individual performer, preferably with management experience to develop department. $12,000 with a future. Send complete resume to

Box 133, ADVERTISING AGE
630 Third Avenue,
New York 17, New York

WANTED:
MAN WITH THREE HEADS

We publish 2 dynamic consumer magazines in the garden and health fields (combined circulation 550,000 monthly). We need a talented young man for at least 2 of these 3 advertising dept. functions:

1. Creative promotion
2. Space sales (some travel)
3. Production & administration

Our new building near Allentown, Pa., is ideally located 100 miles from N. Y., 50 miles from Phila. Unlimited future for the *one* right man ready to grow with us. Send resume and salary needs to:

Marshall Ackerman, V. P.
RODALE PRESS, INC.
Emmaus 11, Penna.

ACCOUNT EXECUTIVES
MEDIA SALESMEN
(Men or Women)

If you're between jobs, here's a break!

MAKE $200 to $300 WEEKLY WHILE YOU'RE WAITING!

Pleasant, dignified work calling on members and prospective members of leading trade association. Courteous reception insured on every call.

For quick, convenient coverage calls assigned in confined areas of 5 N. Y. Boroughs, Long Island and Westchester.

If you can walk and talk, your advertising experience will enable you to pick up some good money from now to July 1st.

CALL IN PERSON—10 AM to 4 PM
JOHN C. MORROW
369 Lexington Ave., Room 2102

Director (s)
MARKETING RESEARCH

Multi-office 4-A Agency has top research opening in two offices. Opportunity to build departments in proportion to performance.

You will need broad experience and versatility in wide range of products, diversity of research methods, and knowledge of outside research facilities.

You will move ahead most rapidly if you have had 5 or more years agency research experience or equal. Starting salary commensurate with performance capabilities.

If you can deliver more than you are now permitted to, or if you're in a "box" and want a chance to show your ability—send an outline of what you've been doing and what you can do to Box 131, Advertising Age, 630 Third Ave., New York 17, N. Y.

ART DIRECTOR

Who understands modern, functional design, will find promising future with progressive medium-sized agency in St. Louis. Please send samples which will be promptly returned. State salary.

Box 121
Advertising Age
200 E. Illinois St.
Chicago 11, Illinois

HOW ABOUT FINANCIAL PUBLIC RELATIONS IN THE SOUTHWEST?

Here's a chance to build both yourself and your job. A major Houston bank is creating an office of public relations. You will work with the senior officers of the bank, cooperate with the advertising agency, project the image of the bank through the techniques and channels of a sound public relations program.

A financial background would make the first six months smoother, but is not necessary. The demonstrated ability to get things started and then to get them done is the primary requirement. In this area of 1,200,000, PR is practically virgin territory. There is still ground floor room. Send a resume of experience, education, and so on, with a recent photo, to **P. O. Box 6596, Houston 5, Texas.** Banks are used to treating things in confidence, so have no fear.

WE NEED A YOUNG
INDUSTRIAL AD MAN

For advertising and promotion of two product lines in industrial ad dept. Some technical or industrial advertiser or agency experience required.

Opportunity for creative and responsible work in a top company. Many advantages. Location New York's Southern Tier. Many unusual community assets.

Please send complete resume including training, experience, salary required. Write:

E. F. Ling
DIRECTOR OF RECRUITMENT
CORNING GLASS WORKS
CORNING, NEW YORK

We're Still Growing . . .

ACCOUNT EXECUTIVES

An agency background or success as a Media Man qualifies you for the rare opportunity to represent a rapidly expanding advertising group in Columbus. We are national in scope—create, design, and sell our own advertising programs.

You will be able to use all facets of your advertising background in becoming a successful Account Executive, with our organization. We're particularly interested in all details of your advertising background—if you are creative, strong on client contact, and can SELL, you may be the man.

Drawing Account plus percentage will result in $12,000-$14,000 income in your initial year—in fact, your personal sales ability will completely dictate this figure.

Personal conferences in Cleveland and Columbus within ten days. Send resumes at once to Vice President, Box 134, Advertising Age, 630 Third Avenue, New York 17, New York.

CREATIVE ACCOUNT EXECUTIVE
FOR CONNECTICUT AGENCY

This relatively small but highly successful 4A Agency is looking for another capable associate.

This is no job for an amateur or specialist, but it's a superb opportunity (we think) for an all 'round adman with a strong flair for copy (print and broadcast, trade and consumer), practical knowledge of marketing and a liking for clients. We would hope you'd turn out to be a darned good contact man, but we're a helluva lot more concerned with your creative ability.

Healthy starting salary, profit-sharing, rapid and substantial increases if you measure up to our rather high standards and requirements. Write me full details in confidence if interested. (Sorry, but under forty preferred.)

Edward M. Graceman
GRACEMAN ADVERTISING, INC.
983 Main St. Hartford, Conn.

CURRENT ADVERTISING & RELATED OPENINGS!

ASS'T ADVERTISING MGR. ... To $9,000
Good B/G (including creative) in newspaper, broadcast, dir. mail at retail level, plus production know-how.

TECHNICAL COPYWRITER ... To $8,000
Creative flair in promotion, advertising & publicity with electronics-electrical products B/G.

LAYOUT ARTIST ... To $8,000
Must handle roughs & comps in print media.

SALES TRAINING ASS'T ... To $8,000
Must be creative in print & audio-visual training materials.

For these and other Midwest openings contact—
DON A. JOHNSON
ADVERTISING DIVISION

ASS'T T/V-RADIO CREATIVE DIRECTOR ... To $22,500
Versatile B/G in creation, production, supervision & administration. This is a top-level spot with large 4-A Midwest Agency.

RADIO-T/V RESEARCH ANALYST ... To $17,000
Must know ALL rating services, Nielsen & ARB data, testing techniques, network & local broadcast markets and related research phases.

ASSOCIATE MARKET DIRECTOR ... To $15,000
Midwest ad agency seeks man with strong B/G in automotive replacement parts & accessories marketing plans & programs.

MEDIA DIRECTOR ... To $15,000
Midwest office of top-rated N. Y. agency seeks man versatile in print & broadcast media.

ADVERTISING MANAGER ... To $17,000
Strong B/G in men's clothing & accessories at national retail level.

CREATIVE ADVERTISING DIRECTOR ... SALARY OPEN
Strong B/G in food, packaged goods or grocery products, distributed thru retail food outlets. Must be solid in plans, creation & administration.

MARKET RESEARCH DIRECTOR ... SALARY OPEN
B/G in food or related products. Versatile in all research phases including new products, package design, Nielsen analysis and sales forecasting.

ADVERTISING-SALES PROMOTION MGR. ... SALARY OPEN
Strongly creative & all-around B/G in both areas, plus exposure to Hi-Fi electronic consumer products.

If qualified and interested, contact me in absolute confidence.

GEORGE E. PYLKAS
Manager—Advertising Division
CADILLAC ASSOCIATES, INC.
29 East Madison Bldg., Chicago 2, Illinois
Financial 6-9400

ART DIRECTOR OPENING
IN LONDON

We are a leading London agency and we are seeking an imaginative young man who has already demonstrated his ability to do first class, sparkling layouts. Our Managing Director will be in New York from 8th April to 12th April to find him.

If you think you have more than your fair share of talent and would enjoy spending 2-3 years in Britain with an exciting highly creative English Agency working on top accounts—drop your portfolio off at the Hotel Algonquin 59 West 44th St. N.Y.36 on 7th April to the attention of "N. A. KAYE."

Attach your name and telephone number so that a personal meeting can be arranged within the succeding 4 days.

All portfolios, of course, will be returned by April 13th.

SPACE SALESMEN

Telephone Directory Advertising Experience Helpful

EXCELLENT OPPORTUNITY
for
AGGRESSIVE SALESMAN

Territories Available Throughout U.S.A. & Canada

Interviews Arranged—*Write or Call* Mr. Brundage

International Telephone Directory Inc.

190 East Ave., Rochester 4, N.Y. • HAmilton 6-1290

Branches in:

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SALES MANAGER:
Like small-town living and BIG-TIME SUCCESS?
Have BOTH—with manufacturer of nationally distributed, quality-famous consumer durable-goods line.
THE TOWN: A kid's town, pop. 12,000. New High School. Five grammar schools, one new. New Hospital. All Churches. Stream and lake fishing, hunting, hiking, bird-watching. Yet only ½ hour from major So. New England City.
THE CHALLENGE: Tall opportunity. Build on established success to much-larger success. Substantial starting salary, stock options, other benefits. Are you the man? Let us describe you:
YOU ARE NOW: a general or section national sales manager or administrative assistant to one. You are about 45—give or take a few years.
YOU HAVE: national experience in wholesale-retail, all other modern consumer durable-goods distribution channels.
YOU ARE: market-minded, analytical, positive, creative—a leader, a salesman-maker.
Competent marketing counsel, every other help. We're well-financed, pay for results.
Your reply in strict confidence. Write, with resume—photo if handy. **Box 122, ADVERTISING AGE, 630 Third Ave., New York 17, N. Y.**

Myron Mahler, 46, Pioneer Copywriter for TV at Mogul, Dies

NEW YORK, March 30—Myron A. Mahler, 46, senior vp, creative director for air media and a principal of Mogul Williams & Saylor, died yesterday of cancer at Memorial Hospital.

A native of New York and a graduate of City College of New York, Mr. Mahler taught school here prior to joining Emil Mogul Co. as a copywriter in 1943. He is credited with writing the first musical commercial (Barney's clothes) for television in 1945.

Responsible for radio and tv commercials produced at the agency, he also composed "National shoes ring the bell," "Calling all men to Barney's," "Ride with pride with Rayco," "Man, oh Manischewitz, what a wine," "Lanolize your shoes with Esquire shoe polish," and "Top Brass for hair around the clock."

An innovator of air media advertising techniques, Mr. Mahler was the originator of stop-motion stringless puppets.

He was named vp and creative director for air media in 1950 and senior vp in 1958 following Mogul's merger with Lewin, Williams & Saylor into Mogul, Lewin, Williams & Saylor. (When A. W. Lewin left the agency last September, it adopted its current name.)

JAMES F. ROCHE

NEW YORK, March 29—James F. Roche, 61, public relations director of the Stanley Works, manufacturer of hardware and electrical tools and former advertising and public relations director of Moore-McCormack Lines for 18 years, died Thursday of cancer at New York Hospital.

Born in New Britain, Conn., Mr. Roche served there as a correspondent for the *Hartford Times*. He was also a reporter with the *Hartford Courant*, *Hartford Times* and the *Gazette*, Worcester, Mass.

In 1925, after receiving a bachelor of literature degree from the Columbia School of Journalism, he joined the *New York Times*.

Mr. Roche left the *Times* in 1938 to join Moore-McCormack Lines as advertising and public relations director. He left in 1956 to join Stanley Works.

JAMES RICHARDSON

VALPARAISO, IND., March 29—James T. Richardson, 36, a vp of Caldwell, Larkin & Sidener-Van Riper, Indianapolis, died March 19 in Robert W. Long Hospital. Mr. Richardson was president of Keeling & Co., Indianapolis, before joining Caldwell, Larkin last year.

He began his advertising career as a copywriter for Maxon Inc., Detroit, and then became advertising manager of Associates Investment Co., South Bend. Later he was a copywriter with Keeling before joining Zimmer-McClaskey, Louisville, as account executive. Still later Mr. Richardson became president of Hathaway & Associates, Evansville, Ind., and then vp of Doe-Anderson Advertising, Louisville.

A native of Indianapolis, he returned there in 1958 as president of Keeling for a year before joining Caldwell, Larkin.

WILLIAM E. CAIN

STAMFORD, CONN., March 29—William Edward Cain, 57, New England representative for the Thomas Publishing Co., New York, died suddenly March 19 in Stamford Hospital.

Thomas issues the *Thomas Register*, a book listing manufacturers.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
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CEntral 6-5670

INDUSTRIAL WRITER
4-A Chicago agency needs writer (age in the thirties) who shuns nuts and bolts approaches yet sticks to facts. Petroleum and construction experience desirable but not a must. Send details including salary requirements. Box 126, Advertising Age, 200 E. Illinois St., Chicago, Ill.

CLEVELAND ADVERTISING SALESMAN
The fastest-growing, most powerful magazine in the $9 billion missile industry is looking for one outstanding advertising salesman to become Cleveland manager. Excellent salary plus a liberal incentive arrangement. If you have real ability, energy, a successful record, and the desire to grow with us, please send your resume, in complete confidence to:
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National Advertising Manager, Missile Design & Development Engineers Building
Manhasset, New York

The Clipper Creative ART SERVICE
There are many clip art catalogs available, but ONLY ONE *complete art and layout* service. Ideas alone in each monthly issue are worth many times the small cost. From the smallest printers to the largest concerns such as Prudential, General Motors, etc. have been Clipper subscribers for many years.
$1.00 to cover cost of packing and mailing will bring you —
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single current issues normally sell for $20.00. The complete issue, yours to use, can make you hundreds of extra dollars! In addition to the current issue you will receive an unusual, attractive, introductory offer. No obligation. No salesman. Attach one dollar to letterhead and mail today to Multi-Ad Services, Inc., 124 Walnut Street, Peoria, Illinois.

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Call Mr. W. B. Snowhook
BROWNE & STORCH, INC.
919 N. Michigan Ave., Chicago 11, Ill. • WHitehall 4-7373

New Magazines to Fit New Industrial Needs

In the 30-year history of this business, we have developed and now publish ten successful trade magazines which have filled important merchandising and technical needs in their respective industries.

We have never *bought* a magazine. Each was started from a specific need. In many instances, the IDEA was furnished by some advertising man or sales manager who had a special merchandising job to do or a specific field to cover but couldn't find just the right magazine or combination of magazines. In these instances, we found other companies also had this need and we then published a magazine tailored for that specific industry or segment thereof.

If you have such an idea, we will work with you in one of two ways. We will either pay you for the IDEA if we publish the magazine or, if the publishing business appeals to you and you can meet our personnel requirements, you could head this magazine within our organization and then be paid on a salary and percentage of sales.

Write us and indicate you *have* the idea and we'll be in touch with you. DON'T WRITE THE IDEA.

Irving B. Hexter
President
The Industrial Publishing Corporation
812 Huron Road, Cleveland 15, Ohio

'Toledo Blade' Boosts Cole

Charles D. Cole has been named business manager of the *Toledo Blade* and *Times*. Mr. Cole has been assistant business manager since 1958.

Ayer & Gillett to Move

Ayer & Gillett Advertising, Charlotte, N. C., will move its headquarters about May 15 into its own new building at 1815 Park Dr.

it's the new

DuKane

MITE-E-LITE!

Here's a professional-quality sound slide-film projector, all-new from DuKane, the world leader in audio-visual point-of-sale helpers. It's the world's lightest—only 10½ lbs.! New features... Redi-Wind film take-up... Two-speed phono takes records up to 12"... New low price—only $104.50! Send in the coupon for further information and a demonstration at your own desk by your local DuKane dealer.

DuKane Corporation, Dept. AA 40
St. Charles, Illinois

Tell me more about the all-new DuKane Mite-E-Lite.

Name_____

Company_____

Address_____

City & State_____

Adman in the News . . . Louis J. Perrottet

As a veteran of business paper advertising, Louis J. Perrottet is convinced that it is "impossible to run an industrial enterprise today without advertising."

As the new chairman of National Business Publications he wants to see NBP "develop as an economic force" which advertisers will value and continue to support.

Vp and a director of Conover-Mast Publications, New York, and publisher of *Electrical Manufacturing*, Louis Perrottet says the NBP likes to give equal consideration to publishers, advertisers and agencies.

"We have to concentrate on the problems of all," he says, emphasizing one of the purposes in the NBP by-laws: "To foster better understanding of the function and usefulness of business publications by those who can and should benefit by their use."

■ "Our doors are open," says the 54-year-old chairman, to discussion that will lead to improved buying, including discussion of comparable audits. He says advertisers and agencies seem to be asking for more comparability. "We are not resisting it," he says.

While he realizes that all publications are different, Mr. Perrottet admits that his guiding principles at *EM* would probably be exposed at NBP committee meetings and workshops during his year as chairman.

At a January, 1959, meeting of the New York Business Paper Editors Assn. (AA, Jan. 12, '59), he said editors should not give direct help to their business departments.

"Here's why," he said. "First, editors are too damn honest. Second, they are too guileless. Fourth, if they aren't reader-oriented, they're not editors at all.

■ "We believe that, aside from saying hello on the elevator every morning, any further contacts between the sales department and the editor should be in the form of the salesman asking the editor a question. We attempt to get from the editor the information he has gleaned from the field and interpret that information for use by our salesmen—all without compromising the editor." Mr. Perrottet stands by that principle today.

As publisher of *EM*, he feels that "if we knew 10% more about our advertisers' problems we would double our advertising."

■ The story of Louis Perrottet is one of an Illinois farm boy who grew up searching for "intellectual excitement" and found it in the publishing business.

He was born in Belleville, Ill., in 1906, on a farm which he says was deeded to his family by Andrew Jackson in the 1830s. After graduation from high school, he took a job as a teacher in a small country grammar school, teaching 38 pupils in all eight grades. He wasn't optimistic initially, when he found no previous school records and learned one of the pupils, at 16, was just two years his junior.

He decided to set up his own methods. He joined the children at play during recess and gained a respect that carried over into the classroom. "The kids got so they liked to come to school," he recalls.

■ He left teaching two years later and enrolled in the University of Illinois, where he majored in economics and history. Following graduation in 1930, he worked as national secretary of Theta Xi fraternity, a position that was soon to lead to his first opportunity in the publishing business.

A fraternity brother, with *Fuel Oil Journal* (now *Fuel Oil & Oil Heat*) in New York, spotted a Perrottet story in the Theta Xi quarterly and showed it to his publisher.

Mr. Perrottet joined the *Journal* in 1931. He started as a production chief; covered "all of the major cities east of Chicago," doing the publication's first market research; sold advertising—"I never considered myself a good salesman"; and was ad manager before leaving in June, 1939.

Louis J. Perrottet

Wanting to think things over, he recalls, he went to work on his family's farm. By the end of the summer he was eager to get back to New York.

■ He joined Gage Publishing Co. and *Electrical Manufacturing* in 1940. A space salesman for 11 years, Mr. Perrottet was named business manager in 1951 and vp and publisher in 1956.

In making the appointment, the late L. C. Fletcher, Gage president, said of his new publisher: "Though concentrating in whatever areas his immediate responsibilities pointed, he always scoped the picture beyond these immediate horizons. He envisaged the total magazine publishing operation."

After interviewing engineers in the electrical manufacturing field on industry problems ("Don't ask them what they would like to see in the magazine"), *EM* started running "high level" stories on mathematics in 1958. By combining principles with practice, he says, *EM* now serves as a reference which "can't be read—has to be studied."

■ He was named president of Gage in 1958 and became vp and a director of Conover-Mast in March of last year, when C-M bought the Gage publication.

He became a voting representative to the NBP in 1956 and has served on the organization's board and on its public relations, in-plant distribution and agency membership committees.

As sentimental as he is confident, Louis Perrottet, who lives in Summit, N. J., with his wife Bernice and their sons, Peter and Charles, tries to visit his parents on their Illinois farm at least once a year. #

American Broadcasting Buys Prairie Farmer Stock

American Broadcasting-Paramount Theatres, New York, has purchased the stock of the Prairie Farmer Publishing Co., Chicago. The purchase agreement was entered into last November (AA, Nov. 23, 30), but the closing had been delayed pending approval of the Federal Communications Commission and a Treasury ruling.

The stock represents ownership of one half interest in WLS, Chicago radio station, and full ownership in a publishing operation which includes *Prairie Farmer*, Chicago; *Wallaces' Farmer*, Des Moines, and the *Wisconsin Agriculturist*, Racine.

FM Unlimited Adds Service

FM Unlimited Inc., Chicago, representative of fm stations, is planning to enter the field of program syndication. With professionally produced programs available (on tape), an fm station will be able to offer an advertiser a specific feature, of special interest to his customers and prospects, according to Charles Kline, president of FM Unlimited.

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ROARK & COLBY ADVERTISING, Inc.
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The Protestant Religious Market — One of America's BIG Markets

There are more than 60 million church-connected Protestants in America.

Their churches and institutions constitute a $2.2 billion market.

Churches and related institutions buy instructional supplies, audiovisual equipment, books, office supplies and equipment, organs, pianos, furniture, buses, kitchen and dining equipment, fuel, fences, play and recreation equipment, construction materials and thousands of other products and services.

The Protestant Religious Market is a big market.

CHRISTIANITY TODAY, the magazine edited for the leaders of the Christian World, offers you top coverage of this big market through practically 100 per cent saturation of the important buying factors. In terms of readership this means:

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- **Every reader a buying factor—no waste circulation**
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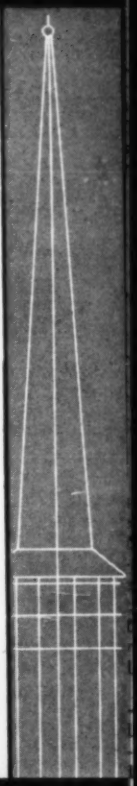

CHRISTIANITY TODAY
Washington Building, Washington 5, D. C.

* state governmental estimate

A NEW METROPOLITAN MARKET IS BORN!

Mr. & Mrs. U. S. Metropolis proudly announce the arrival of the nation's newest standard metropolitan city. Born January 12 and named Eugene, the bouncing youngster tips the scales at a healthy 55,000 pop.* Delivery was made by annexation.

The wealthy infant's crib is covered by the Register-Guard, which is black and white and read all over (well, 94% in the city zone, that is).

An extensive reception is being planned, and you are invited to participate.

Eugene Register-Guard
LANE COUNTY'S HOME NEWSPAPER

Represented Nationally by Sawyer-Ferguson-Walker Co.

Top 100 Spot TV Advertisers: 1959

Source: Television Bureau of Advertising from N. C. Rorabaugh Data

1. Procter & Gamble (1)*	$45,046,800	34. Pepsi-Cola Co. Bottlers (24)	2,984,590	68. Ralston-Purina Co. (#)	1,808,340
2. Adell Chemical Co. (3)	18,132,030	35. Liggett & Myers (51)	2,948,590	69. Helene Curtis (#)	1,787,350
3. General Foods (4)	14,599,400	36. Andrew Jergens Co. (25)	2,923,670	70. Standard Oil (Ind.) (45)	1,767,900
4. Lever Bros. (2)	14,118,940	37. Wesson Oil (#)	2,883,440	71. Ward Baking Co. (63)	1,748,460
5. Colgate-Palmolive (5)	13,879,890	38. Borden Co. (57)	2,824,470	72. E. & J. Gallo Winery (#)	1,640,110
6. Continental Baking Co. (7)	10,806,480	39. Food Manufacturers (22)	2,769,580	73. Interstate Bakeries (82)	1,586,800
7. Warner-Lambert (8)	10,690,620	40. William Wrigley Jr. Co. (42)	2,749,420	74. Fels & Co. (#)	1,549,600
8. American Home Products (10)	10,657,620	41. Gillette Co. (47)	2,745,350	75. Atlantic Refining (95)	1,543,390
9. Brown & Williamson (6)	9,252,640	42. Drug Research Corp. (41)	2,742,900	76. Alberto-Culver (83)	1,535,130
10. Miles Laboratories (9)	7,830,830	43. Pillsbury Co. (#)	2,712,080	77. Exquisite Form Brassiere (46)	1,507,730
11. Bristol-Myers Co. (31)	7,744,650	44. Pabst Brewing Co. (32)	2,710,170	78. M. J. B. Co. (72)	1,505,720
12. International Latex (12)	7,381,340	45. National Grape Juice (64)†	2,601,350	79. Continental Wax Corp. (55)	1,496,130
13. Kellogg Co. (34)	5,988,600	46. Nestle Co. (59)	2,581,390	80. Piel Bros. (50)	1,487,830
14. Texize Chemicals (14)	5,360,900	47. Norwich Pharmacal Co. (49)	2,534,960	81. National Dairy Products (#)	1,445,980
15. Philip Morris Inc. (16)	4,387,270	48. American Chicle Co. (38)	2,496,540	82. Safeway Stores, Inc. (90)	1,430,470
16. R. J. Reynolds (35)	4,252,450	49. Shell Oil Co. (21)	2,451,710	83. Chesebrough-Ponds (66)	1,419,880
17. Corn Products Co. (23)	4,226,190	50. General Motors Dealers (#)	2,427,260	84. Plough Inc. (#)	1,405,460
18. P. Lorillard (11)	4,177,170	51. Max Factor & Co. (77)	2,423,490	85. Atlantis Sales Corp. (#)	1,403,850
19. Standard Brands (15)	4,135,040	52. Carling Brewing Co. (68)	2,395,710	86. Wilson & Co. (#)	1,401,800
20. United Merch. & Mfrs. (18)	3,840,970	53. Jacob Ruppert (96)	2,213,820	87. General Motors (71)	1,370,030
21. J. A. Folger & Co. (29)	3,722,440	54. Esso Standard Oil Co. (37)	2,198,650	88. Schick Inc. (#)	1,348,040
22. Avon Products (33)	3,677,040	55. National Biscuit Co. (17)	2,130,880	89. Pam Industries (A)	1,328,560
23. Sterling Drug (20)	3,660,910	56. Wander Co. (67)	2,075,850	90. Phillips Petroleum (65)	1,325,310
24. Anheuser-Busch (26)	3,649,070	57. Falstaff Brewing (39)	2,061,370	91. E. F. Drew & Co. (#)	1,320,230
25. Coca-Cola Co. Bottlers (19)	3,567,960	58. Sun Oil Co. (56)	2,038,840	92. Parker Pen Co. (#)	1,317,120
26. Carter Products (13)	3,474,300	59. U. S. Borax (44)	1,998,720	93. Armour & Co. (#)	1,291,160
27. American Tobacco Co. (27)	3,467,440	60. Pharma-Craft Corp. (#)	1,973,510	94. Charles Pfizer Co. (#)	1,279,910
28. Ford Motor Co. Dealers (#)	3,438,840	61. Associated Products (#)	1,956,140	95. Vic Tanny Enterprises (#)	1,277,630
29. Revlon Inc. (#)	3,284,050	62. Helena Rubinstein Inc. (#)	1,920,480	96. Heublein Inc. (98)	1,273,310
30. General Mills (28)	3,237,710	63. Hertz Corp. (#)	1,915,420	97. National Brewing (81)	1,258,700
31. Vick Chemical (40)	3,115,200	64. Quaker Oats (60)	1,859,690	98. Block Drug Co. (70)	1,250,630
32. Lanolin Plus (92)‡	3,047,290	65. Jos. E. Schlitz (54)	1,850,150	99. Pacific Tel. & Tel. Co. (97)	1,243,960
33. B. T. Babbitt (86)	2,992,150	66. Minute Maid Corp. (94)	1,822,880	100. Kroger Co. (93)	1,232,020
		67. Theo. Hamm (58)	1,821,880		

Source: TvB figures from N. C. Rorabaugh Co.
#—Not in top 100 in 1958. *1958 rank is shown in parentheses.
A—Not reported in spot tv in 1958.
†64th position in 1958 was held by Welch Grape Juice Co., now owned by National Grape Juice Cooperative Assn.
‡Lanolin Plus was listed by TvB in 1958 as Diversified Cosmetics of America.

Top Brands in Spot TV

January-December, 1959

	Gross Time
1. Lestoil (Adell)	$17,627,120
2. Duncan Hines Mixes (P&G)	7,209,170
3. Maxwell House coffee (General Foods)	6,082,340
4. Kellogg cereals	5,953,660
5. Mr. Clean (P&G)	5,796,130
6. Alka-Seltzer (Miles)	5,729,760
7. Texize household cleaner	4,611,480
8. Wonder bread (Continental Baking)	3,865,090
9. Robert Hall (United MPM)	3,836,490
10. Anahist cold remedies (Warner-Lambert)	3,812,430
11. Folger's coffee	3,722,440
12. Avon cosmetics	3,677,040
13. Colgate Dental Cream	3,629,920
14. Coca-Cola	3,544,560
15. Dristan cold remedies (AMP)	3,542,570
16. Cheer (P&G)	3,333,470
17. Profile bread (Continental Baking)	3,181,840
18. Viceroy (B&W)	3,125,610
19. Post's cereals (General Foods)	3,106,540
20. Vick's cold remedies	3,061,510
21. Clorox (P&G)	3,027,260

Pepsi Sales Up; Net Rises 20%: Earlier Report Was Bottlers'

In the "Earnings of Advertisers" table which appeared in Advertising Age last week, Pepsi-Cola was listed with 1959 sales of $21,504,448. The listing should have read Pepsi-Cola General Bottlers of Chicago. Pepsi-Cola Co., New York, issued its annual report this week, reporting record sales and earnings for 1959. Net sales rose 15% to $157,769,109. After-tax earnings soared 20% to $13,873,843. In 1950, when the present management took over, Pepsi's net was $1,271,919. The company told stockholders that it made "the biggest advertising investment in our history" in 1959. No figures were given, but the company previously reported an expenditure of $14,000,000.

Admen Spark Promotion of Library Week

New York, March 29—National Library Week will bow April 3-9 with a national push that would rank it among the top 100 advertisers, if it involved paid rather than donated time and space.

This year's effort involves advertising and public relations that would cost a regular advertiser at least $5,000,000, it has been estimated. The media list includes 48 newspapers and 39 magazines, as well as seven network tv shows and two network radio shows. Participation on local tv and radio stations, as yet untabulated, also will be extensive.

When library week first began three years ago, $30,000 worth of orders for promotion aids (offered at cost) were received. The second year, the figure jumped to $50,000. This year, $60,000 was set as a goal, but orders well over $65,000 have been received to date. Over 5,000 communities are setting up their own local promotions.

■ The talent involved—all donated—is also an adman's dream. For radio stations, a celebrity, long playing record features readings by Maurice Evans, Hal Holbrook, Charlton Heston and Susan Strasberg with Clifton Fadiman as narrator.

The record's reverse side has one minute and 20-second spots by Sandra Dee, Garry Moore, Shelley Winters, Julia Meade, Patti Page and Susan Strasberg. Last year's record, featuring other stars, also is being reissued.

For newspapers, 26 well known authors have written special byline essays on library week. For tv stations, Bil Baird, puppeteer, has prepared one-minute and 20-second commercials featuring his puppet, Charlemagne the Lion. Telops, tional Library Week, was previously ad director for *McCall's Patterns.*

slides and announcer's copy have also gone to every tv station in the U.S., including educational tv stations.

One of the most successful aspects of the program is the "Reading Out Loud" series, produced by Westinghouse Broadcasting Co., in cooperation with the American Library Assn. The series started Feb. 7 and plays weekly through May 15 on the NBC-TV stations: WBZ-TV, Boston; WJZ-TV, Baltimore; KYW-TV, Cleveland; KPIX, San Francisco, and KDKA, Pittsburgh.

■ Publishers and admen have been donating considerable amounts of their personal time to the cause. Chairman of the National Library Week steering committee is William I. Nichols, *This Week Magazine* publisher; Bernard Barnes, Time Inc. vp, is vice-chairman.

On the steering committee are Robert E. Kenyon Jr., president of Magazine Publishers Assn.; Donald E. McGannon, president of Westinghouse Broadcasting Co.; Elmo Roper, head of Elmo Roper & Associates, and Norman H. Strouse, president of J. Walter Thompson Co., volunteer agency for Library Week ever since its inception.

Oscar Katz, network programs vp of CBS-TV, was appointed to the steering committee this week. John S. Robling, director of Na-

PUPPET SELL—*Charlemagne the Lion, one of Bil Baird's puppets, is featured in the National Library Week's tv spots. "I like books about people," he confides. "They're delicious."*

REDOLENCE—*Galerie Inc., Chicago, will use this color page in the April 15 Vogue offering five scents from five French parfumeurs. Same ad with a Christmas theme will run in the Nov. 28 Life. Powell, Schoenbrod & Hall is the agency.*

Lestoil Sale Ends Epoch in Marketing History

Standard International Assures Barowsky It Will Continue Adell Policies

Holyoke, Mass., March 30—Lestoil, first of the bigtime all-purpose liquid detergents—and one of television's greatest success stories—has been sold to Standard International Corp., Andover, Mass.

The sale, for an undisclosed sum, includes Adell Chemical Co., the parent operation; Lestoil, Inc.; Lestoil Ltd. of Canada; Jackson Associates, the company's house agency, and JLB Realty Trust.

No plans were announced for changes in the internal structure of Adell Chemical, but there were indications that alterations may be in the offing, including some which might affect Jackson Associates.

Jacob L. Barowsky, head of Adell, said that one of the prime factors in his decision to sell the company was the matter of estate taxes as they apply to a family-owned business such as Adell. Another was the assurance by the new owner that it would maintain Adell's policy on personnel, management, product promotion and other aspects.

■ John Bolten Sr. is chairman of Standard International, and Daniel E. Hogan Jr., his son-in-law, is president. Mr. Bolten founded Bolta Co. of New England in 1929. It was merged in 1954 with General Tire & Rubber Co., where Mr. Bolten is now a director.

Standard International includes Standard Publishing Co., Cincinnati, a printer and publisher of weeklies and monthlies; J. N. Rawleigh Co., High Point, N. C., finance and factoring; Roehlen Engraving Works, Rochester, N. Y.; Union-Everedy Co., Frederick, Md., chrome plated steel housewares, and German and Argentine companies, both manufacturing plastic products.

■ Lestoil was founded in 1933 by Mr. Barowsky as a one-man operation. It had a plodding growth, but took off in 1954. In the past six years sales went from $90,000 to $24,000,000.

Lestoil has pioneered a whole new industry with a hit advertising approach that zoomed the product into the big time. Before Lestoil, few were aware of the potentialities of the all-purpose detergent market. The trail blazing pattern of this newcomer has since been carefully emulated by the giants in the soap field, and by a number of regional entries.

The secret words in the Lestoil success story—if it can be reduced to such simple terms—are Barowsky and television.

The whole Jacob L. Barowsky clan is associated with the company, which is named after his wife, Adeline, clerk of the various Adell companies. Lestoil itself was named by Mr. Barowsky's only son, who died three years ago. The son's widow, Dorothy Barowsky, is vp and assistant treasurer of Jackson Associates.

Other members of the Barowsky-Adell family owner-management group include son-in-law I. L. Eskenasy, exec vp of the Adell holdings, and Mrs. Eskenasy, assistant treasurer of Adell and clerk of Jackson, and son-in-law Aaron L. Kingsberg, vp and controller of Adell and president of Jackson. Mrs. Kingsberg is not active in the companies.

■ Mr. Barowsky started bottling Lestoil in his kitchen in 1933 for industrial sale. Later he decided to appeal for the homemakers' business with newspaper ads, 10¢-off offers and heavy sampling.

But until he turned to tv in 1954, he made no great impression on the American housewife. First came a $60,000 test of run-of-schedule spots in the Holyoke area (an investment of $3 for every $1 of Lestoil income), with saturation play for the "It's so easy when you use Lestoil" jingle. The rest is marketing history.

By 1958—the first year Adell made Advertising Age's list of the top 100 advertisers with an $8,331,470 budget—Lestoil, the cleanser that boasted about being able to clean everything from the dog to the kitchen floor, was moving off the shelves at the rate of 60,000,000 units a year. By 1959 the rate was up to 100,000,000 units a year.

■ In mid-1959, Adell introduced its second consumer product, Lestare, a dry bleach which comes in a water-soluble pre-measured packet. By January of this year the product was getting the saturation tv treatment in most of the Lestoil trading area. Adell's products are marketed to consumers in the northeastern U.S., as far west as Minnesota and Iowa; south to Missouri, and east to North Carolina. They also are available in Florida, eastern Canada, Bermuda and Puerto Rico.

By 1959 Adell was spending an estimated $13,500,000 for advertising. At the start of the year, this was also the working budget figure for 1960.

While Lestoil has been a good customer for spot tv, it has a reputation for being a tough one. Nobody works harder than this advertiser to see that its advertising dollars go as far as possible.

The mere fact that Lestoil, which buys its run-of-schedule spots on a 52-week basis, scored so soundly with fringe time served to boost the value—and in some cases—the price of such time.

■ Early last year Mr. Barowsky warned tv stations that some of them might be pricing themselves out of Lestoil's reach. In the past, rate hassles have caused Adell to pull out of tv completely in such markets as Louisville and Buffalo.

In January, Mr. Eskenasy told Advertising Age that Adell would broaden its advertising approach with more media diversification (AA, Jan. 4). He said that radio and newspaper promotion would be stepped up, but that tv would remain the largest item in the budget. At that time he hinted that other new products would go on the market in 1960 but would not say what they were to be. #

London PR Company Bows

Julian Critchley and John Lester have organized a new public relations company, Public Relations Consultants Ltd., with headquarters at 5 Great Queen St., London, England. Among the new agency's clients are Laconite Ltd. (manufacturer of plastic-coated wallboard), Rosenthal China (London) Ltd., Pearce Duff & Co. (grocery products), Servomex Controls Ltd. (automatic control systems and equipment), Melitta Ltd. (coffee percolator pots) and Kingsley-Thackeray Hotels Ltd.

Saloutos Joins Madison

Lou Saloutos, display and design artist, has joined Madison Advertising Agency, Madison, Wis., as an associate, operating his own studio, Ads of Madison.

Top 200 Business Paper Advertisers

Source: Associated Business Publications

Figures marked with an asterisk (*) are estimates furnished by ABP to make the list as representative as possible. All investments by divisions and subsidiaries are included in the parent company total.

	Company	1959
1	General Electric	$4,060,000
2	U. S. Steel	3,837,900
3	General Motors	3,179,000*
4	American Cyanamid	2,818,000
5	Allis-Chalmers	2,681,100*
6	Du Pont	2,637,000
7	Merck & Co.	2,455,800*
8	Allied Chemical	2,075,000*
9	Abbott Labs	1,767,000*
10	Westinghouse	1,733,000
11	Union Carbide	1,662,300*
12	Eastman Kodak	1,650,000
13	Republic Steel	1,621,100*
14	Continental Can	1,500,000
15	Minneapolis-Honeywell Regulator Co.	1,500,000
16	Colorado Fuel & Iron	1,412,900*
17	B. F. Goodrich	1,365,500*
18	Bethlehem Steel	1,311,500*
19	Bendix Corp.	1,272,000*
20	Caterpillar Tractor	1,271,400*
21	Dow Chemical	1,239,200*
22	Eli Lilly & Co.	1,204,400*
23	Armco Steel Corp.	1,117,000
24	Westinghouse Air Brake	1,090,000*
25	Smith, Kline & French	1,080,000
26	International Harvester	1,078,600
27	Inland Steel	1,069,000*
28	Minnesota Mining	1,025,400
29	American Home Products	1,013,800*
30	Aluminum Co. of America	1,000,000
31	Goodyear Tire & Rubber	986,600
32	Anaconda Co.	982,000
33	Food Machinery & Chemical	980,400
34	General Precision Equipment	974,900
35	Ciba Co.	931,000*
36	American Chain & Cable	927,000*
37	Armour & Co.	915,600*
38	A. H. Robins Co.	915,000
39	Koppers Co.	900,000
40	McGraw-Hill	879,000
41	Rockwell Mfg.	858,600
42	U. S. Rubber	850,000
43	Time Inc.	840,000
44	Owens-Illinois Glass	838,000
45	National Steel	812,300
46	Monsanto Chemical	802,500*
47	Hercules Powder	800,000
48	Pittsburgh Plate Glass	800,000
49	Reynolds Metals	800,000
50	Johns-Manville	795,000
51	Dresser Industries	790,800*
52	Chrysler Corp.	766,000
53	Charles Pfizer & Co.	759,100*
54	Wagner Electric	758,000
55	Link-Belt Co.	750,100
56	Texaco	715,000
57	Int'l Business Machines	710,100
58	Baldwin-Lima-Hamilton	690,100*
59	Clark Equipment	666,200*
60	Sinclair Refining	650,800*
61	Warner & Swasey	627,500*
62	Master Builders Co.	625,400*
63	H. K. Porter Co.	625,400*
64	Norwich Pharmacal	618,000*
65	Carrier Corp.	600,000
66	American Machine & Foundry	588,700*
67	Carborundum Co.	587,400*
68	Worthington Corp.	586,300*
69	Jones & Laughlin Steel	586,000
70	Harnischfeger Corp.	583,600*
71	Yale & Towne	580,000
72	Timken Roller Bearing	575,000*
73	Federal-Mogul-Bower	574,400*
74	International Nickel	568,200*
75	W. R. Grace & Co.	566,700*
76	Norton Co.	565,000
77	Burroughs Corp.	562,300
78	Halliburton Oil Well Cementing	560,500*
79	Cities Service Co.	559,700*
80	Crown Cork & Seal	559,500*
81	Celanese Corp.	558,500*
82	Sperry-Rand Corp.	557,000*
83	Warner-Hudnut	550,200*
84	Amer. Tel. & Tel.	550,000
85	Yuba Consolidated	550,000
86	Electric-Auto-Lite	540,800*
87	National Lead	530,800
88	St. Regis Paper	525,000*
89	Rohm & Haas	520,000
90	Quaker Oats	501,100*
91	Mallinckrodt Chemical	500,900*
92	Ludman Corp.	500,400*
93	Diamond-National	500,000
94	National Cash Register	500,000
95	Ampex Corp.	491,200*
96	Allen-Bradley	484,800*
97	A. O. Smith Corp.	478,600*
98	Baltimore & Ohio	478,000*
99	Koehring Co.	475,000*
100	Cessna Aircraft	473,600*
101	Aluminum Co. of Canada	472,400*
102	Procter & Gamble	460,200*
103	Miles Laboratories	458,800*
104	National Distillers	450,000
105	American Radiator	443,600
106	Standard Oil (Cal.)	442,000
107	Mead Johnson	434,400*
108	Stewart-Warner	431,300*
109	Ingersoll-Rand	430,000
110	Gardner-Denver	425,800
111	Curtis Publishing	422,100
112	Chicago Pneumatic Tool	421,900*
113	Heath Co.	420,600
114	American Brake Shoe	420,000
115	Revere Copper & Brass	417,700*
116	Douglas Fir Plywood	413,000*
117	Rockwell Standard	408,000
118	Raybestos-Manhattan	405,500*
119	Blaw-Knox	404,100
120	Dayton Rubber	403,900*
121	American Motors	403,600*
122	Armstrong Cork	400,000
123	General American Transp.	400,000
124	Gulf Oil	400,000
125	Kaiser Aluminum	400,000
126	Standard Pressed Steel	400,000
127	Crane Co.	399,400*
128	Eaton Mfg. Co.	397,400*
129	Manning, Maxwell & Moore	393,300
130	Stanley Works	392,600*
131	Lakeside Laboratories	390,000
132	General Mills	388,500
133	Texas Instruments	387,400*
134	Air Reduction Co.	387,000
135	Borg-Warner	385,600*
136	Thompson Ramo Wooldridge	383,900*
137	Kimberly-Clark	381,300*
138	Dictaphone	380,000
139	Bucyrus-Erie	379,800*
140	Schenley Industries	375,000
141	General Dynamics	367,900*
142	Standard Oil (Ind.)	366,500
143	Globe-Wernicke	366,000
144	Weyerhauser Sales	365,000
145	Colgate-Palmolive	363,500*
146	I-T-E Circuit Breaker	354,800*
147	Robertshaw-Fulton Controls	353,600*
148	Barber-Colman	350,500*
149	Cincinnati Milling Machine	350,000
150	Towmotor	349,300*
151	Cummins Engine	348,500*
152	Tung-Sol Electric	346,000
153	Babcock & Wilcox	345,000
154	Royal McBee	343,200*
155	Ohio Brass	342,400*
156	H. H. Robertson Co.	337,700*
157	Veeder-Root	337,400*
158	Corning Glass Works	336,000
159	Midland-Ross	335,700
160	Allied Radio	335,200*
161	Gates Rubber	335,100*
162	McCall Corp.	333,800*
163	McGraw-Edison	332,000*
164	Crucible Steel	327,500*
165	Mueller Brass	325,000
166	Brown & Sharpe	322,200
167	Armstrong Machine Works	320,000*
168	Bell & Gossett	320,000
169	Merritt-Chapman & Scott	319,500*
170	Meredith Publishing	319,100*
171	Wallace & Tiernan	318,300*
172	Lockheed Aircraft	317,200*
173	America Steel Foundries	317,000
174	Keasbey & Mattison Co.	316,500*
175	Norris-Thermador	315,400*
176	Crown Zellerbach	315,000
177	White Motor	314,900*
178	Sterling Drug	314,200*
179	Int'l. Tel. & Tel.	314,000*
180	Walworth Co.	312,700*
181	Hearst Corp.	311,900*
182	Hooker Electrochemical	309,000
183	Ex-Cell-O Corp.	308,400*
184	Copperweld Steel	306,200
185	Ford Motor	305,300*
186	Phelps Dodge	303,000
187	Sprague Products	303,000*
188	American Can	301,800*
189	Mixing Equipment Co.	301,600*
190	Kendall Co.	301,300*
191	Commercial Credit Co.	301,200*
192	Ridge Tool	301,000
193	Irwin Neisler & Company	300,300
194	Allegheny Ludlum Steel	300,000
195	Avondale Mills	300,000
196	Chemstrand Corp.	300,000
197	Cutler-Hammer	300,000
198	Electric Storage Battery	300,000
199	Fawcett Publications	300,000
200	Lummus Co.	300,000

Steve Mann Moves to ABC, Intercontinental Realigns

Stephen A. Mann has resigned as president of Intercontinental Services Ltd., New York, to become sales manager of American Broadcasting Co.'s new international division. Harry M. Engel Jr. board chairman of Intercontinental, has taken over the position of president and general manager.

Stephen A. Mann

Intercontinental, which recently moved to new quarters at 20 E. 46th St., also has named Jeanette F. Sytsma, formerly assistant general manager, vp and treasurer and John P. Barton vp and sales manager. Walter Staskow continues as exec. vp. Mr. Barton was formerly manager of KUAM and KUAM-TV in Guam, owned by Mr. Engel.

'South Bend Tribune' Buys Hagerstown Dailies

The *South Bend Tribune* has purchased the *Herald* and *Daily Mail*, Hagerstown, Md. Franklin D. Schurz, *Tribune* editor and publisher, will be president of the Hagerstown dailies. His son, Frank Jr., currently executive assistant at the *Tribune*, will move to Hagerstown to become assistant publisher of the *Herald* and *Mail* as well as vp and treasurer.

Present publisher, William Preston Lane Jr., former Maryland governor, will continue as publisher. C. Neill Baylor will continue as general manager.

Lunn Joins Allan Shubert Co.

Robert Lunn has joined Allan E. Shubert Co., publishers' representative, as regional manager of its midwestern office, in Chicago. He was formerly an account executive at Revere Advertising, Minneapolis.

I'm Joe Floyd

WANT ACTION? FOLLOW ME!

I'll flash your sales message to 73,496 square miles of the U.S.A. at one crack. It's the huge market called KELO-LAND. No one tv station could possibly reach it all—but my television booster hook-up does. When your message beams on KELO-tv Sioux Falls, it beams simultaneously throughout 103 counties of South Dakota, Minnesota, Iowa, Nebraska, North Dakota. Remember—one rate card, KELO-tv, delivers it all. You get this tremendous action at lowest cost-per-thousand.

CBS • ABC

KELO-LAND

KELO-tv Sioux Falls and boosters
KDLO-tv Aberdeen, Huron, Watertown
KPLO-tv Pierre, Valentine, Chamberlain
General Offices; Sioux Falls, S. D.
Represented by H-R
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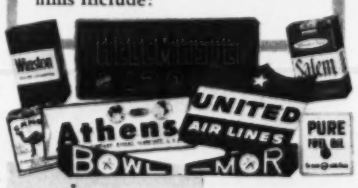
ANNOUNCING THE LATEST ADDITION TO OUR FAMILY OF QUALITY PRODUCTS—

MEYERCORD DRI-MARK FILMS

DRI-MARK . . . is Meyercord's newly perfected line of PRESSURE SENSITIVE signs and trade marks produced as durable Truck Signs, Window Signs, Nameplates and Product Markings. These startling new films include:



DRI-MARK DECAL
DRI-MARK VINYL
DRI-MARK MIRRO-CAL
DRI-MARK MIRRO-CAL
DRI-MARK CLEAR MYLAR*
DRI-MARK OUTDOOR PAPER

These high tensile strength PRESSURE SENSITIVE films and laminates give the greatest possible latitude and flexibility to the Meyercord line of products, adaptable to all of your sign needs . . . processed with Meyercord's own exclusive PRESSURE SENSITIVE adhesive and Meyercord's in-plant Research, Art, Production and Service facilities. *Remember, when it's DRI-MARK it's Meyercord!*

with MEYERCORD
COLORGARD 70
Now . . . all Meyercord DRI-MARK films are protected by COLORGARD 70 . . . Meyercord's exclusive laboratory-developed and perfected clear top coat—the toughest, most durable coat yet produced for the Decal and transferable film industry. Thoroughly tested! Two years in actual use!

Whatever your sign needs, you owe it to yourself to investigate Meyercord's complete line of products. Our factory trained representatives will be glad to assist you in the proper selection of markings for any particular requirement. *Write today.*

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COPYWRITER

Must have solid agency experience: be an imaginative writer; have working knowledge of competitive sports. Contact ability desirable. Excellent opportunity in aggressive Chicago agency. State salary desired.

Box No. 135, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

Let's set the record straight.

In the event you may have been confused
by conflicting claims
about the circulation of some
quality home magazines,
here's a fact you can hang your hat on:
House Beautiful's average circulation
for the first six months of 1960
by publisher's estimate,
will exceed 825,000 families.*
This is an increase of 100,000 families*
over the circulation
of last year's first six months.
Readership? Over 4¼ million!
Bonus circulation over rate base: Also 100,000!
This growth is just one reason
why House Beautiful,
as always, is your best buy in the home field.
Ask your representative.

825,000

100,000

SELLS BOTH SIDES OF THE COUNTER

House Beautiful

572 MADISON AVENUE, NEW YORK 22, N.Y. ONE OF 13 HEARST KEY MARKET MAGAZINES

*And what families! Spending families
with average incomes of $15,715 annually!

THE CHRONICLE MEANS THE WEST

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